



AGRI-FOOD PROMOTION POLICY REVIEW



DRAFT PROGRAMME - DAY 1

12 July 2021

14.30 – 14.40	CONFERENCE WELCOME	
14.40 – 15.00	OPENING SESSION DAY 1	<p>Mr Janusz Wojciechowski, EU Commissioner for Agriculture and Rural Development</p> <p>Mr Jože Podgoršek, Minister of Agriculture, Forestry and Food, Slovenian Presidency of the Council</p>
15.00 – 15.25	PRESENTATION OF THE PRELIMINARY RESULTS OF THE PUBLIC CONSULTATION	
15.25 – 15.30	BREAK	
15.30 – 16.30	<p>SESSION 1:</p> <p>ENABLING THE TRANSITION TO SUSTAINABLE FOOD SYSTEMS:</p>	<p>The role of the agri-food promotion policy How can the EU agri-food promotion policy support the transition to a more sustainable EU food system in the context of the farm to fork strategy.</p> <p>Keynote speaker: Mr Sébastien Treyer, Executive Director, IDDRI</p> <p>Ms Mella Frewen, Director General, Food Drink Europe</p> <p>Ms Deirdre Ryan, Director of Quality Assurance and Origin Green at Bord Bia</p> <p>Ms Sophie Bertrand, Scientific Project Manager, European Milk Forum</p>

<p>16.30 – 17.30</p>	<p>SESSION 2:</p> <p>SUPPORTING MORE PLANT-BASED AND HEALTHY DIETS THROUGH THE AGRI-FOOD PROMOTION POLICY</p>	<p>How can the EU agri-food promotion policy support the shift to more plant-based, healthy dietary practices, in the context of the beating cancer plan?</p> <p>Keynote speaker:</p> <p>Dr João Breda, Programme Manager, Nutrition, Physical Activity and Obesity, Division of Non-communicable Diseases and Life-course at WHO/Europe</p> <p>Prof. Tim Lang, Emeritus Professor of Food Policy, Centre for Food Policy, City University of London</p> <p>Prof. Klaus G. Grunert, Department of Management - MAPP - Research on Value Creation in the Food Sector, Aarhus University</p> <p>Ms Simona Rubbi, International relations manager at research and marketing group CSO Italy, President of the Civil Dialogue Group Promotion</p>
<p>17:30 - 18:15</p>	<p>CLOSING REMARKS DAY 1</p>	
		<p>Ms Nathalie Sauze-Vandevyver, Director, Quality, Research & Innovation, Outreach, DG Agriculture and Rural Development</p>



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DRAFT PROGRAMME - DAY 2

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<p>9.00 – 10.00</p>	<p>OPENING SESSION DAY 2</p>	<p>Mr Herbert Dorfmann MEP, Ms Anja Hazekamp MEP, co-rapporteurs on Farm to Fork strategy</p> <p>Ms Veronique Trillet-Lenoir MEP, rapporteur on Europe's Beating Cancer Plan (tbc)</p> <p>Mr Paolo De Castro MEP, Committee on International Trade (tbc)</p>
<p>10.00 – 11.00</p>	<p>SESSION 3:</p> <p>ENHANCING COMPETITIVENESS OF THE EU AGRI-FOOD SECTOR IN THE INTERNAL MARKET THROUGH THE PROMOTION POLICY</p>	<p>Enhancing EU agricultural sector's competitiveness by raising awareness of EU quality schemes and of the specific features of EU agri-food products in the internal market.</p> <p>Keynote speaker:</p> <p>Prof. Alessandro Banterle, Department of Environmental Science and Policy, University of Milan</p> <p>Mr Claude Vermot-Desroches, President, EU-OriGIn</p> <p>Ms Ondina Afonso, Head of Quality & Research Department, Chair of Producer's Club, SONAE MC</p> <p>Ms Birthe Steenberg, Secretary General, AVEC</p> <p>Ms Marian Blom, Board Vice President, IFOAM</p>
<p>11.00 – 11.05</p>	<p>BREAK</p>	

11.05 – 12.05	<p>SESSION 4:</p> <p>STRENGTHENING EXPORTS AND THE INTERNATIONAL REPUTATION OF EU AGRI-FOOD PRODUCTS THROUGH THE PROMOTION POLICY</p>	<p>How can the promotion policy strengthen the international dimension of the EU agri-food sector in the global markets (support EU agri-food exports and as a global standard-setting bearer) in the context of the EU trade policy review?</p> <p>Keynote speaker:</p> <p>Prof. Alan Matthews, Professor Emeritus of European Agricultural Policy in the Department of Economics, School of Social Sciences and Philosophy at Trinity College Dublin</p> <p>Mr Frans van Dongen, Director International Affairs, COV</p> <p>Mr Miguel Torres, President and Managing Director, Bodegas Torres</p> <p>Ms Micol Bertoni, Head of the trade section of the Italian Cooperatives</p>
12.05 – 12.30	CONFERENCE CLOSING	
		<p>Mr Wolfgang Bartscher, Director General, DG Agriculture and Rural Development</p>

Interpretation is foreseen in 6 languages : FR-DE-EN-IT-ES-PL

More information: [The Agri-food Promotion Policy Review | European Commission \(europa.eu\)](#)