



# AGRI-FOOD PROMOTION POLICY REVIEW



## DRAFT PROGRAMME – DAY 1

12 July 2021

14.30 – 14.40	CONFERENCE WELCOME	
14.40 – 15.00	<b>OPENING SESSION DAY 1</b>	<p><b>Mr Janusz Wojciechowski</b>, EU Commissioner for Agriculture and Rural Development</p> <p><b>Mr Jože Podgoršek</b>, 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><b>SESSION 1:</b></p> <p>ENABLING THE TRANSITION TO SUSTAINABLE FOOD SYSTEMS:</p>	<p><b>The role of the agri-food promotion policy</b> 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><b>Keynote speaker:</b> <b>Mr Sébastien Treyer</b>, Executive Director, IDDR</p> <p><b>Ms Mella Frewen</b>, Director General, Food Drink Europe</p> <p><b>Ms Deirdre Ryan</b>, Director of Quality Assurance and Origin Green at Bord Bia</p> <p><b>Ms Sophie Bertrand</b>, Scientific Project Manager, European Milk Forum</p>

<p>16.30 – 17.30</p>	<p><b>SESSION 2:</b></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><b>Keynote speaker:</b></p> <p><b>Dr João Breda</b>, Programme Manager, Nutrition, Physical Activity and Obesity, Division of Non-communicable Diseases and Life-course at WHO/Europe</p> <p><b>Prof. Tim Lang</b>, Emeritus Professor of Food Policy, Centre for Food Policy, City University of London</p> <p><b>Prof. Klaus G. Grunert</b>, Department of Management - MAPP - Research on Value Creation in the Food Sector, Aarhus University</p> <p><b>Ms Simona Rubbi</b>, 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><b>CLOSING REMARKS DAY 1</b></p>	
		<p><b>Ms Nathalie Sauze-Vandevyver</b>, Director, Quality, Research &amp; Innovation, Outreach, DG Agriculture and Rural Development</p>



# AGRI-FOOD PROMOTION POLICY REVIEW



## DRAFT PROGRAMME - DAY 2

13 July 2021

<p>9.00 – 10.00</p>	<p><b>OPENING SESSION DAY 2</b></p>	<p><b>Mr Herbert Dorfmann MEP, Ms Anja Hazekamp MEP</b>, co-rapporteurs on Farm to Fork strategy</p> <p><b>Ms Veronique Trillet-Lenoir MEP</b>, rapporteur on Europe's Beating Cancer Plan (tbc)</p> <p><b>Mr Paolo De Castro MEP, Committee on International Trade</b> (tbc)</p>
<p>10.00 – 11.00</p>	<p><b>SESSION 3:</b></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><b>Keynote speaker:</b></p> <p><b>Prof. Alessandro Banterle</b>, Department of Environmental Science and Policy, University of Milan</p> <p><b>Mr Claude Vermot-Desroches</b>, President, EU-OriGIn</p> <p><b>Ms Ondina Afonso</b>, Head of Quality &amp; Research Department, Chair of Producer's Club, SONAE MC</p> <p><b>Ms Birthe Steenberg</b>, Secretary General, AVEC</p> <p><b>Ms Marian Blom</b>, Board Vice President, IFOAM</p>
<p>11.00 – 11.05</p>	<p><b>BREAK</b></p>	

11.05 – 12.05	<p><b>SESSION 4:</b></p> <p><b>STRENGTHENING EXPORTS AND THE INTERNATIONAL REPUTATION OF EU AGRI-FOOD PRODUCTS THROUGH THE PROMOTION POLICY</b></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><b>Keynote speaker:</b></p> <p><b>Prof. Alan Matthews</b>, Professor Emeritus of European Agricultural Policy in the Department of Economics, School of Social Sciences and Philosophy at Trinity College Dublin</p> <p><b>Mr Frans van Dongen</b>, Director International Affairs, COV</p> <p><b>Mr Miguel Torres</b>, President and Managing Director, Bodegas Torres</p> <p><b>Ms Micol Bertoni</b>, Head of the trade section of the Italian Cooperatives</p>
12.05 – 12.30	CONFERENCE CLOSING	
		<p><b>Mr Wolfgang Bartscher</b>, 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 \(europa.eu\)](#)