

# Food Labelling and Food Safety

*Encouraging healthier eating and responding to new food regulation*

12 - 13 June 2007, Renaissance Hotel, Brussels

## Speakers

Linda McAvan, MEP

Avril Doyle, MEP

Dr Basil Mathioudakis  
DG Health and Consumer Protection  
European Commission

Dr Regina Wollersheim  
German Federal Ministry of Food  
& Consumer Protection (BMELV)

Andreas Kadi  
Coca-Cola and CIAA

Lyn Trytsman-Gray  
Kraft Foods

Bizhan Pourkomailian, McDonald's

Jean Feord, Waitrose

Prof Albert Flynn  
NDA Panel, EFSA

Jaana Husu-Kallio  
Finnish Food Safety Authority  
(EVIRA)

Jim Murray, BEUC

Prof Dr Karl-Heinz Engel  
AFC Panel, EFSA

Prof Mike Gasson  
The Advisory Committee on Novel  
Foods and Processes (ACNFP)

## Conference Chairs

Kate Trollope  
Editor, EU Food Law Weekly

Dr Josephine Willis  
Director General, European Food  
Information Council (EUFIC)

## Keynote Speakers

Robert Madelin, *Director General*  
DG Health & Consumer Protection  
European Commission

Catherine Geslain-Lanéelle, *Executive Director*  
European Food Safety Authority (EFSA)

## Highlights

- The European Commission White Paper on nutrition and physical activity - assess the impact on the food industry
- Responding to the proposals for new additive and flavouring legislation
- Assess the effect of different nutritional signposting schemes on customer choices
- Clarifying the procedure for EFSA approval of nutrition and health claims
- Ensuring food safety across a global supply chain
- Achieving authorisation of novel foods in the EU

**Plus!**

*A Focused One-Day Seminar*

## Nanotechnology in Food

14 June 2007, Renaissance Hotel, Brussels

- Hear from the European Commission about the challenge of regulating the use of nanotechnology in food
- Effective strategies to assess and manage potential risks
- Nanotechnology applications revolutionising the food industry

Organised by the publishers of:

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Register online: [www.agra-net.com/foodlabelling](http://www.agra-net.com/foodlabelling)

**Food Labelling and Food Safety** - our 16th Annual European Food Law conference - brings together European Commission representatives, Members of the European Parliament, leading industry figures, food safety experts, competent authorities and lobby groups to discuss the hottest issues in food law and give you an unrivalled insight into the future of food policy in Europe.

The forthcoming European Commission White Paper on nutrition and physical activity will set out a strategic action plan to tackle obesity in Europe. **Robert Madelin** of **DG SANCO** will provide an update on the White Paper proposals for future legislation in areas such as food labelling and food advertising, and the role food companies will be expected to play in promoting healthy eating. Hear from leading food manufacturer **Kraft** on how the industry can encourage healthy diets and lifestyles.

Clearer and more effective food labelling is essential if consumers are to make healthier food choices. Leading our interactive panel session, Dr Basil Mathioudakis of **DG SANCO** will focus on current labelling legislation, expert speakers will examine the impact of **GDA** and **traffic light** labelling schemes on customer choices and you will have the opportunity to join the debate on the future of nutritional signposting in Europe.

New additive proposals put forward by the European Commission, in their efforts to establish a common authorisation procedure, have come up against opposition from the European Parliament and competent authorities. **Avril Doyle MEP** and member state food agency representatives will join us to share their views on the outstanding issues, taking the opportunity to voice their response to the Commission's proposals.

As food scares and product recalls hit the headlines, consumers are taking a greater interest in the origin and safety of their food, moving supply chain management and food fraud up the industry's agenda. Hear from Bizhan Pourkomaillian of **Macdonald's** as he shares his first-hand insight into managing a global supply chain. Expert speakers will focus on communicating food safety measures to the public and restoring consumer confidence in food.

**Join us in Brussels to network with high profile professionals and have your say on the major issues affecting the food industry. Take this unique opportunity to share the perspective of senior decision-makers as they offer a comprehensive view of the future of food regulation in the EU.**

## Online Networking System

Registered delegates at **Food Labelling and Food Safety** will be able to make contact with each other before and after the conference via the online networking system we have developed. The system gives you the chance to see who else is attending the conference and arrange meetings in advance, enabling you to maximise your time at the conference. And if you don't have time to meet someone at the event, you can make contact when you are back in the office.

All registered delegates will be given access to the system seven days before the conference begins. No contact information will be visible on the website but if you would prefer not to be included, you are free to opt out of this service.

# Food Labelling a

12 - 13 June 2007, Rem

Tuesday 12th June

08.15 **Registration and Welcome Coffee**

09.00 **Opening Remarks from the Chair**  
**Dr Josephine Wills**, *Director General*, **EUFIC**

## European Strategy on Diet, Physical Activity and Health

09.10 **Keynote Speech:**  
**An Update on the White Paper on Nutrition and Physical Activity**  
**Robert Madelin**, *Director General*  
**DG Health and Consumer Protection, European Commission**

09.40 **Panel Discussion: Assessing the Role of Food Regulation in the Framework to Tackle Obesity in Europe**  
**Linda McAvan\***, **MEP**  
**Dr Regina Wollersheim\***, *Head of Consumer Protection, Food & Environment*, **German Federal Ministry of Food & Consumer Protection (BMELV)**

10.50 Refreshments

11.20 **Making Healthy Choices Easier - the Role of the Food Industry**  
**Lyn Trytsman-Gray**, *Director Public Affairs*, **Kraft Foods**

11.50 Questions

## Focus on Additive, Enzyme & Flavouring Legislation

11.55 **Food Additives: A European Parliament Perspective**  
**Avril Doyle**, **MEP**

12.25 **Member State Reactions to the Additive Proposals**  
**Prof Felix Lobo**, *President*  
**Spanish Food Safety Agency (AES)**  
**Dr André Kleinmeulman**, *Inspector General*  
**Dutch Food & Consumer Product Safety Authority (VWA)**

13.05 Questions

13.20 Lunch

## Key Issues in European Food Safety

14.40 **Keynote Speech:**  
**Food Safety in Europe - an Update from EFSA**  
**Catherine Geslain-Lanéelle**, *Executive Director*  
**European Food Safety Authority (EFSA)**

15.10 **Managing Food Safety Across an Increasingly Global Supply Chain**  
**Bizhan Pourkomaillian**, *Senior Food Safety Manager Europe*  
**McDonald's**

15.40 Questions

15.50 Refreshments

## An Update on Nutrition and Health Claims Legislation

16.20 **Compiling Entries for the Community List of Permitted Claims - A View from Finland**  
**Jaana Husu-Kallio**, *Director General*, **EVIRA**

16.50 **Guidance for Submitting a Health Claim Application**  
**Prof Albert Flynn**, *Chair NDA Panel*, **EFSA**

17.20 Questions

17.30 **Closing Remarks from the Chair**

17.35 **Networking Cocktail Reception**



# and Food Safety

naissance Hotel, Brussels

Wednesday 13th June

- 08.30 **Welcome Coffee**
- 09.00 **Opening Remarks from the Chair**  
**Kate Trollope**, *Editor, EU Food Law Weekly*
- Labelling and Nutritional Information on Food**
- 09.10 **European Commission View:  
The Outlook for Nutritional Labelling for Foodstuffs**  
**Dr Basil Mathioudakis**  
*Head of Unit - Food Law, Nutrition and Labelling*  
**DG Health and Consumer Protection, European Commission**
- 09.40 **The Impact of Traffic Light Labelling on  
Customer Choices**  
**Jean Feord**, *Merchandise Legislation Manager, Waitrose*
- 09.55 **Consumer Reaction to Guideline Daily Amounts (GDA)**  
**Dr Jane Holdsworth**, *GDA Campaign Director*  
**UK Food & Drink Federation (FDF)**
- 10.10 **Lessons to be Learnt from Alternative Labelling Schemes**
- 10.25 **Panel Discussion:  
The Future of Nutritional Signposting in Europe**  
The morning's speakers will be joined by:  
**Andreas Kadi**  
*EU Director Scientific & Regulatory Affairs, Coca-Cola*  
*Chairman of the Task Force on Nutrition and Health Claims*  
**CIAA**  
**Jim Murray**, *Director*  
**BEUC (The European Consumers' Organisation)**
- 11.00 Refreshments
- Ensuring Consumer Protection and Guaranteeing  
Food Safety**
- 11.30 **The Role of the AFC Panel in Assuring the Safety  
of Flavouring Substances**  
**Prof Dr Karl-Heinz Engel**, *Vice Chair AFC Panel, EFSA*
- 12.00 **Authenticity Research Programme -  
Steps to Clamp Down on Food Fraud**  
**Dr Mark Woolfe**, *Food Authenticity Branch*  
**Food Standards Agency (FSA)**
- 12.30 Questions
- 12.45 Lunch
- 14.15 **Enforcing EU Food Legislation -  
An Update on Inspection Programmes and Procedures**
- 14.45 **Promoting Food Safety in the Face of Growing  
Public Distrust**
- 15.15 Questions
- 15.30 Refreshments
- 16.00 **Risk Assessment and Authorisation of Novel Foods**  
**Prof Mike Gasson**, *Chairman, ACNFP*
- 16.30 **Food Contact Materials: Addressing the Safety Issues**  
**Dr Peter Oldring**, *Director Regulatory Affairs*  
**Valspar Europe**
- 17.00 Questions
- 17.15 **Closing Remarks from the Chair**
- 17.20 **End of Conference**

\* Subject to final confirmation

One-Day Seminar

## Nanotechnology in Food

Thursday 14th June 2007

Predicted to be a trillion dollar industry by 2015, use of nanotechnology in consumer goods, including food products, is rapidly increasing. But as scientific breakthroughs promise to revolutionise food manufacture, lobby groups are calling for tighter regulation to ensure consumer safety. Our focused one-day seminar presents a unique opportunity to hear from scientific and regulatory experts as they analyse how current regulation covers this new technology and the possibility that further food legislation will be brought into force.

- 08.15 **Registration and Welcome Coffee**
- 09.05 **Opening Remarks from the Chair**
- 09.15 **The Future for Nanotechnology in the EU -  
The European Commission's 7th Research Framework  
Programme (FP7)**  
**María Pilar Aguar Fernández**  
*Nano and Converging Sciences and Technologies Unit*  
**DG Research, European Commission**
- 09.45 **The Perspective of the European Commission on the  
Risk Assessment and Regulation of Applications of  
Nanotechnologies in Food**  
**Philippe Martin**, *Principal Administrator Risk Assessment*  
**DG Health and Consumer Protection**  
**European Commission**
- 10.15 Questions
- 10.30 Refreshments
- 11.00 **Prospects for Regulating Nanotechnology in Food -  
A European Parliament View**
- 11.30 **An Industry Outlook on Nanotechnology Regulation**  
**Beate Kettlitz**, *Director Scientific & Regulatory Affairs*  
**CIAA**
- 12.00 **Ensuring Consumer Confidence in Nanotechnology  
in the Food Sector**  
**Dr René Zimmer**, *Senior Researcher*  
**German Federal Institute for Risk Assessment**
- 12.30 Questions
- 12.45 Lunch
- 14.00 **Risk Governance for Nanotechnology**
- 14.30 **The Regulation of Nanotechnology in Food -  
The Legal Aspects**  
**Craig Simpson**, *Associate, Steptoe and Johnson LLP*
- 15.00 Questions
- 15.15 Refreshments
- 15.45 **Releasing the Potential Nanotechnology Holds for the  
Food and Beverage Industry**  
**Prof Nissim Garti**, *Professor - Casali Institute of  
Applied Chemistry, Hebrew University of Jerusalem*  
*Consultant, Nutralease*
- 16.15 **Utilising Nanotechnology to Enhance Food Safety**  
**Dr Carles Cané**, *Project Co-ordinator - The Good Food Project*  
**National Microelectronics Centre in Spain**
- 16.45 **Nanotechnology in Food Packaging -  
Opportunities for Innovation and the Need for Regulation**  
**Nick Kernoghan**, *Business Manager - Testing*  
**Pira International**
- 17.15 Questions
- 17.30 **Closing Remarks from the Chair**
- 17.35 **Seminar Ends**

# FIVE EASY WAYS TO REGISTER



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## CONFERENCE & SEMINAR REGISTRATION

Please register the following delegate/s for:  
**Food Labelling and Food Safety**  
**12-13 June 2007, Renaissance Hotel, Brussels**  
**Nanotechnology in Food Seminar**  
**14 June 2007, Renaissance Hotel, Brussels**

PLEASE WRITE CLEARLY - YOUR NAME BADGE WILL BE MADE FROM THIS INFORMATION

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2	_____	_____
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TYPE OF BUSINESS	_____	

## CONFERENCE & SEMINAR FEE

Fee Per Delegate	No	Fee	VAT @ 21%	Total
Conference and Seminar		€1750	€367.50	
Conference only		€1425	€299.25	
Seminar only		€525	€110.25	
Group Rate (3+) See Note Opposite				
			<b>Total</b>	

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## CONFERENCE VENUE

**Renaissance Hotel**  
**Rue du Parnasse 19, B-1050 Brussels**  
**Tel: +32 2 505 2929 Fax: +32 2 505 2555**  
**Web: www.renaissancehotels.com**

## CONFERENCE & SEMINAR FEE

### Conference

The standard rate is €1425 + VAT per delegate (or the equivalent in GBP or US\$). The fee includes lunch, refreshments, cocktail reception and copies of all documentation as available. If you are paying by credit card, the amount will be deducted in GBP.

### Seminar

€525 + VAT per delegate (or the equivalent in GBP or US\$). The fee includes lunch, refreshments, cocktail reception and copies of all documentation as available.

**Register for both the conference and the seminar and save €200!**

### Group Rate

A discount of 10% applies to 3 people or more registering from the same company.

## ONLINE NETWORKING SYSTEM

All delegates will automatically be added to our Online Networking System, which will go live seven days before the conference begins. If you are registering more than one delegate, a unique email address is required for each delegate in order for them to be added to the System. If you do not wish to be included, please inform us.

## VAT

Belgium VAT at 21% will be added to all registration fees regardless of the delegate's home country, except where delegates meet relevant Belgium VAT criteria (details will be sent with your registration confirmation). Certain EU regulations permit VAT paid in Member countries to be reclaimed. For further information contact your local tax authorities.

## ACCOMMODATION

Hotel reservations are not included in the conference fee, however the conference organisers have negotiated a special rate at the conference venue. Further information and details of how to book will be sent to you with confirmation of registration and can be found on the conference website:

www.agra-net.com/foodlabelling

## CONFIRMATION

If you do not receive your email confirmation before the event, please contact us to confirm that a place has been reserved on:

Tel: +44 (0)20 7017 7499 Fax: +44 (0)20 7017 7596

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The organiser will not be held liable for non arrival of registration information. All invoices and registrations processed must be honoured in full, unless cancellation has been received under the terms stated below.

## CANCELLATION

Refunds will be made for cancellations received in writing before 15 May 2007, subject to a €115 administration charge. It is regretted that refunds cannot be made after this date but substitute delegates are permitted if notified in advance in writing. It may be necessary for reasons beyond the control of the organisers to alter the content and timing of the programme or the identity of the speakers.

## CANNOT ATTEND?

Of course, nothing compares with being there, but you do not have to completely miss out just because you cannot fit the conference into your schedule. You can purchase the conference proceedings on CD at just €595 (including VAT) per copy. Simply tick the box below, return this form together with your payment and your copy will be on its way after the event.

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