

**Conference organised by the European Commission
15-16 November 2007
Promoting the leadership of agro-food industry**

DRAFT AGENDA

Thursday November 15

Address:

Centre Borschette, Rue Froissart 36 – Brussels – Belgium

13:30	Registration	
14:00	Welcome	Heinz Zourek Director General Enterprise and Industry DG
<u>Keynote Session : "Trends of the Competitiveness of the Agro-food Industry"</u>		
Chair:		Michel Coomans Head of Unit Enterprise and Industry DG
14:15	An economic assessment: a recent study	Dr Krijn J. Poppe , Head of Department WageningenUR Agricultural Economics Research Institute LEI
14:30	Sectoral Presentations: - Meat products - Dairy products - Grain based and starch products	Jan Heemskerk , President CLITRAVI Veijo Meriläinen , President EDA Frank van Lierde , President AAF
15:30	Beverage industry: - soft drinks - Beer - Spirits Confectionary	Alain Beaumont , Secretary General UNESDA Ulf Erik Spendrup , President "The Brewers of Europe" Philippe Mouton , President CEPS David Zimmer , Secretary General CAOBISCO
16:40	coffee break	
17:00	Access to raw material	Luc Morelon , Director External Relations Lactalis
17:20	Distribution and large retail	Horacio González Alemán , Deputy Secretary General FIAB
17:40	The food factory of tomorrow	Peter Van den Elzen , Director General WageningenUR Agricultural Economics Research Institute LEI
18:00	End of session	
18:15	Walking dinner	

Friday November 16

Address:

Charlemagne Building of the European Commission, Rue de la Loi 170 - Brussels – Belgium

Keynote Session: "challenges/issues" in shaping the future in a multidisciplinary approach

Chair:		Georgette Lalis , Director Enterprise and Industry DG
08:30	Registration	
09:15	Opening	Günter Verheugen , Vice-President of the European Commission in charge of Enterprise and Industry
09:45	Administrative burden and regulation	Guido Kayaert , Vice-President Nestlé Paola Testori , Deputy Director General Health and Consumer Protection DG
10:35	Coffee break	
11:00	SME: access to finance, "greening" of industry and regulatory Environment	Dr Andras Sebok Campden and Chorleywood, Hungary TBD Enterprise and Industry DG
11:50	International aspects: strengthening the international dimension	Ruth Rawling , Vice-President Public Affairs-Europe Africa Cargill TBD Agriculture and Rural Development DG
12:30	Lunch: Room in CHAR	

Keynote session: A strategy for more value added products

Chair:		Antonio Di Giulio , Head of Unit Science and Research DG
14:00	Innovation Sustained innovation efforts: from knowledge to market Scientific evaluation and Innovation	Lisbeth Munksgaard , Senior Manager Danisco Catherine Geslain-Lanéelle , Executive Director EFSA
14:50	The industry view	Jean Martin , Chairman CIAA
15:15	The Institutional view	Heinz Zourek , Director General Enterprise and Industry DG
16:00	Discussion/debat	
16:45	End of Conference	