

EU EXECUTIVE PROGRAMME 2009 - Seminar 1

25 May 2009, at FEB, Brussels

EUROPE'S FOOD & AGRIBUSINESS – REPRESENTING YOUR INTERESTS TO THE EU

A one day seminar – programme

Europe's agricultural and food businesses account for nearly 20 million jobs and play a vital role in the European economy. EU institutions have major impacts on agri-food business, not least because of the Common Agricultural Policy and the reality that agriculture continues to dominate the EU budget. Public concern for food safety and its links to health are significant issues throughout the EU. The challenges of managing Europe's food and agri-business agenda in ways that contribute to such burning issues as the multilateral trade negotiations, corporate responsibility, biodiversity, sustainable development, and conservation of the rural environment mean that there is an ongoing rich and diverse debate between business and the EU over policies in this sector. The aim of this Executive Seminar is to facilitate the policy debate and assist businesses to understand better how to participate.

Outline of the Day

08.30-09.30 Registration Coffee/Refreshments

09.30-10.30 Opening Session

- Welcome by **Mr Pierre Hermant**, Manager, European Business Summit, Federation of Enterprises in Belgium (FEB/VBO)
- Welcome by **Professor Paul Demaret**, Rector, College of Europe
- Keynote speech **Mr Russell Mildon**, Former Director, DG Agriculture, European Commission
- Briefing by the Facilitator, **Dr Carol Cosgrove-Sacks**, Programme Director, College of Europe

10.30-11.00 Networking Coffee

11.00-12.30 Panel 1 – The EU, Agricultural Markets and Food Security

⇒ **Goal:** to explore how the Common Agricultural Policy and other important EU policies interact and the ways in which the food and agri-business enterprises dialogue with the European institutions.

- **Chair/Moderator** : **Dr Constantin Vamvakas**, Professor, Faculty of Bio-Engineering, University of Ghent
- **Mr Jean-Marc Trarieux**, Deputy Head of Unit, World Trade Organisation, Directorate-General for Agriculture and Rural Development, European Commission
- **Dr Valentin Zahmt**, Agricultural Trade Specialist, European Centre for International Political Economy
- **Mr Richard Bates**, Unit for Trade & Markets, DG Fisheries, European Commission

⇒ Interactive discussion between the Participants and the Speakers moderated by **Dr Vamvakas**

- 12.30-14.00 Lunch
- 14.00-15.30 Panel 2 – EU Policies and the Future Trends in Europe’s Agri-Food Business
- ⇒ **Goal:** to explore current and likely future evolution of EU policies affecting the food and agri-business sector, including health-related initiatives, and how business leaders and the European Commission see the priorities.
- **Chair/Moderator: Mr Eric Vaes**, Managing Director, Best Practice Corporate Affairs; Director, Porter Novelli NV/SA (Omnicom Group); formerly Vice President, Global Public Affairs, InBev Group
 - **Mr Eric Poudalet**, Director of Safety of the Food Chain, DG SANCO, European Commission
 - **Ms Truus Huisman**, Director, European Affairs, Unilever
 - **Mr Guillaume de Guitaut**, Director European Affairs, Moët Hennessy (LVMH Group)
- ⇒ Interactive discussion moderated by **Mr Eric Vaes**
- 15.30-16.00 Networking Coffee
- 16.00-17.20 Panel 3 –Sustainability, Responsibility & Ethics as challenges in the Food Sector
- ⇒ **Goal:** to communicate EU processes for promoting sustainability, social responsibility and ethical aspects of the agri-food business and exchanging experience of real “use cases” in the agri-food sector.
- **Chair/Moderator: Mr Alexis Brouhns**, Corporate Government & Public Affairs Director, Solvay SA; former Ambassador of Belgium, Member of the Advisory Board of the EU Executive Programme
 - **Mr Michel Coomans**, Head of Unit for the Agro-Food Sector, DG Enterprise, European Commission
 - **Mr Paul Skehan**, Director, European Retail Round Table, Brussels
 - **Dr Maurizio Salvi**, Head of the Secretariat of the European Group on Ethics, European Commission
- ⇒ Interactive discussions moderated by **Mr Alexis Brouhns**
- 17.20-17.30 Review of Main Points from the Programme by the Facilitator
- 17.30 – 18.00 Networking Drink
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Please note – the next Seminar on 16 June 2009 on “Driving Innovation in Europe –Strategies for Success”. See <http://www.coleurop.be/executiveprogramme>