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***MOVING TOWARDS A NEW EU PROMOTION POLICY
FOR AGRICULTURAL PRODUCTS***

14th March 2011, Brussels

Provisional Programme

9.00 – 9.15 a.m.

Registration

9.15 – 9.30 a.m.

Welcome address by

Mr Pekka Pesonen, Secretary General of Copa-Cogeca

The promotion package : a need for improvement

9.30 – 9.45 a.m.

Common views from Copa-Cogeca, FoodDrinkEurope and Celcaa

9.45 – 10.15 a.m.

Round table

- Representative Ciolos- cabinet, **Mr Gwilym Jones** (tbc)
- European Parliament, **Mr Schneider** (tbc)
- Representatives from Copa-Cogeca, Celcaa and FoodDrinkEurope:
Mr Jochum, Chairman of the Copa-Cogeca ad-hoc Working Party on Promotion
Mr Jaime Palafox, Director of Economic and International Affairs of FIAB
Mr Gruner, Secretary General of CELCAA

Session I: Learning from the others

A) The new era of media and technology

10.15 – 10.30 a.m.

The role of new media and modern advertising

Representative from the **World Federation of Advertisers (WFA)** (tbc)

10.30 – 10.45 a.m.

Debate

B) Simplification of administrative procedures

10.45–11.15 a.m.

Round table : Commission's documents and guidelines on the promotion regime

- Representative from DG AGRI, unit D4
- Member State representatives

11.15–11.30 a.m.

Debate

11.30–11.50 a.m.

Round table : practical implementation at Member States level

- Member State representatives
- Operators representatives

11.50–12.00 a.m.

Debate

12.00–12.10 p.m.

Coffee break

Session II: Promotion in practice – learning from the past

- 12.10–12.25 p.m. **Case study multi-country programme**
The new milk programme, **Mr. Joop Kleibeuker** (tbc)
- 12.25–12.40 p.m. **Case study external : multi-product programme for India**
FIAB Spanish Industry, **Jaime PALAFOX**
- 12.40–12.50 p.m. **Debate**
- 12.55 – 13.00 p.m. **Closing remarks**
- 13.00 – 14.00 p.m. **Networking lunch**

Session III: Commodity Working Groups – strategic orientation

- 14.00–14.10 p.m. **Introduction**
- 14.10 – 16.00 p.m. **Workshops**
- ❖ **Crop-based products (room A)**
With a moderator and with the participation of a member of **FoodDrinkEurope, Copa-Cogeca, Celcaa, DG Agri, DG Sanco and DG Trade**
 - **Wine sector**
 - **Olive Oil**
 - ❖ **Animal-based products (room B)**
With a moderator and with the participation of a member of **FoodDrinkEurope, Copa-Cogeca, Celcaa, DG Agri, DG Sanco and DG Trade**
 - **Sheep sector**
 - **Milk sector**
 - **Pig sector**
 - ❖ **Horticultural products (room D)**
With a moderator and with the participation of a member of **FoodDrinkEurope, Copa-Cogeca, Celcaa, DG Agri, DG Sanco and DG Trade**
 - **Flowers and ornamental plants**
 - **Fruits and vegetables**
- 16.00 – 16.15 p.m. **State of play and conclusions** by Commission
- 16.15 – 16.30 p.m. **Closing remarks, further steps** by the organisers
Copa-Cogeca, FoodDrinkEurope, Celcaa

Moderator through the day: **Mr Jochum**, Chairman of the Copa-Cogeca ad-hoc Working Party on Promotion