

PPA(15)6757:1 – JV/al

PROGRAMME

THE NEW EU PROMOTION POLICY FOR AGRI-FOOD PRODUCTS

Thursday 22nd October 2015, 10:30 a.m. - 5:00 p.m.
Copa-Cogeca Secretariat, Rue de Trèves 61, 1040 Brussels

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| 10:00 - 10:30 a.m. | Registration and networking coffee |
| 10:30 - 10:35 a.m. | Welcome – objectives of the seminar <ul style="list-style-type: none"> • <i>Mr Christian Jochum, Chair of the CDG on Quality and Promotion</i> |
| 10:35 - 11:00 a.m. | Keynote speakers <ul style="list-style-type: none"> • <i>Mr Diego Canga Fano, Director of Directorate B, DG AGRI</i> |
| 11:00 - 12:45 p.m. | <u>Session I: The new EU promotion policy for agri-food products</u> |
| 11:00 - 11:20 a.m. | New legal framework – Regulation (EU) No 1144/2014 and secondary legislation <ul style="list-style-type: none"> • <i>Mr Hans-Erwin Barth, Head of Promotion, DG AGRI</i> |
| 11:20 - 11:40 a.m. | Functioning of the 2016 annual work programme <ul style="list-style-type: none"> • <i>Mr Johan Van Gruijthuisen, Deputy Head of Promotion, DG AGRI</i> |
| 11:40 - 12:00 p.m. | The new agency: CHAFEA in practice <ul style="list-style-type: none"> • <i>Ms Aleksandra Mecilosek, Head of Promotion of Agricultural Products, CHAFEA (Consumers, Health, Agriculture and Food Executive Agency)</i> |
| 12:00 - 12:45 p.m. | Q&A session |
| 12:45 - 2:00 p.m. | Networking lunch |

2:00 - 3:45 p.m. Session II: Promotion – learning from successful programmes and campaigns

2:00 - 3:00 p.m. Practical examples of successful programmes

Speakers:

- *Ms Katrien De Nul, VLAM, product manager for potatoes: "The potato, at home in every kitchen" (internal market)*
- *Mr Jaime Palafox, FIAB (Spanish food and drink Federation): Experience gained from three multi-product programmes in third countries (USA, Brazil and Japan; USA and Canada; and India)*
- *Mr Declan Fennell, UECBV (European livestock and meat trading union): "Lamb – Tasty, Easy, Fun", experience gained from multi-country programmes targeting the internal market (DE, BE, DK, FR, IE and UK)*
- *Ms Agnieszka Maliszewska, Polish Chamber of milk: Polish experience on promotion of dairy products*

3:00 - 3:45 p.m. Efficient marketing tools to reach consumers and explore new markets: modern advertising and new media

Speaker:

- *Mr Marc Eijsackers, Managing Director, Flower Council of Holland*
- *Speaker tbc*

3:45 - 4:00 p.m. Coffee break

4:00 - 5:00 p.m. Session III – Panel discussion

Moderator: *Mr Ed Bray, AGRA FACTS*

Panellists:

- *Mr Hans-Erwin Barth, Head of Promotion, DG AGRI*
- *Mr Jerzy Wierzbicki, Chair of the Copa-Cogeca Working Party on Promotion*
- *Mr Jaime Palafox, Director Economic Affairs, FIAB (Spanish food and drink Federation)*
- *Mr Marc Eijsackers, Managing Director, Flower Council of Holland*

