



Europatat and Freshfel Europe's First-Ever Combined Annual Event "NOT BUSINESS AS USUAL"

Congress on 2 June 2016, Thon Hotel EU (Rue de la Loi 75, B-1040 Brussels)



Programme

Successful business must learn how to manage uncertainty and address multifaceted challenges driven by technology revolution, dematerialisation, climate change, organisation sustainability and changing consumers. Europatat and Freshfel are joining forces to explore strategies beyond the conventional planning to position potatoes and fresh fruit and vegetables into a successful bright future.

Current challenges – Tailored solutions for the sector?

10.00 - 11.15 Session I

Opening remarks by Freshfel and Europatat

Priorities in Trade Policies 2016/2017 in light of current challenges for the potato and fresh produce sectors

Maria Åsenius, Head of Cabinet Commissioner Malmström, Belgium

Video presentation: Challenges for the fresh fruit and vegetable and potato sector in 2016

Priorities in Agricultural Policies 2016/2017: The European response to changing markets

Diego Canga Fano, Director Multilateral Relations, Quality Policies, Directorate General Agriculture and Rural Developments, Belgium

11.15 - 11.45 Networking Break



Innovation – The tech industry is overtaking the food industry: A future model for the sector?

11.45 – 13.15 Session II

Focus Keynote: What's hot in 2016 – Industry 4.0

Franziska Krauskopf, Innovation Advisor, TRENDONE, Germany

Best Practice HelloFresh – Challenges and ways to build a successful online food business

Thomas Griesel, CEO and Founder, HelloFresh, Germany

13.15 – 14.30 Networking Lunch Break

Disruptive societal changes – What's in it for the potato and fresh produce sector?

*(From agnostic shoppers to change makers to over-connected consumers
How to tackle the multi-layered demands of today's clients?)*

14.30 -16.30 Session III

Video presentation: The ambiguity of the consumer between innovation, sustainability and convenience

The European response to a sustainable development in the food chain

Ladislav Miko, Deputy Director General, Directorate General for Health and Food Safety, Belgium

The global consumer: the different facets and the potential for both sectors

Daphne Kasriel-Alexander, Consumer Trend Consultant, Euromonitor International, UK

Concluding Remarks

Video presentation: The future of the fresh produce and the potato sector

Sponsored by



5-7
OCTOBER
2016
MADRID-SPAIN

