

Thursday 22 May 2014 - Europatat Commission meetings & networking dinner

- 9h30 – 10h30: registration of participants

- 10h30 – 13h00: simultaneous Europatat Commission meetings
 - Early potatoes & Packers

Guest speaker: Kate Cox, Marketing Manager Potato Council
Review UK efforts on consumer signposting

 - Technical & regulatory issues

Guest speaker: Fiona Hopkins, EU Commission DG SANCO, Plant health unit
State of play EU plant health rules for potatoes

- 13h00 – 14h30: walking lunch

- 14h30 – 17h00: simultaneous Europatat Commission meetings
 - Seed potatoes

Guest speakers: Henk van de Haar, NAK & Jörg Renatus, Europlant
The new EU seed potato marketing rules - impact for the industry

 - Ware potatoes

Guest speaker: Dick Zelhorst, Chief Purchase Officer Aviko
The role of the trade in the changing potato processing landscape

- 19h30 – 23h00: networking cocktail dinner in the exceptional atmosphere of Château Sainte-Anne (Business attire)

Friday 23 May 2014 - AGM & Plenary session 'Heading towards 2020'

- 8h30 – 9h30: Europatat General Assembly (Europatat members only)

- 10h00-13h00: Plenary session '**Heading towards 2020**'
 - Key note speakers
 - Eric Pondelet, Director for Food Safety, EU Commission, DG SANCO
 - Joeri Van den Bergh, Insites Consulting - '**How Cool Brands Stay Hot. Branding to Generation Y**'
 - Virginie Pernin, GIRA Foodservice - **Trends in the European Foodservice market**

- 13h00 – 15h00: closing walking lunch.