

## Programme

### Session 1: Opening remarks

10h00 – 11h25

- Opening remarks by Europatat president
- Introduction by Raquel Izquierdo de Santiago, *Europatat Secretary General*
- Key note speech by Christophe Ginisty, *Digital strategist & reputation management specialist*

### Networking break

11h25 – 11h50

### Session 2: Health & sustainability in the potato sector go hand in hand

11h50 – 13h20

- Tania Santivañez, *FAO*
- Toine Timmermans, *EU REFRESH Programme*
- Loes Neven, *VIGeZ*

### Networking lunch break

13h20 – 14h30

### Session 3: People and Community at the cornerstone of the potato sector

14h30 – 16h00

Moderated by Romain Cools, *Belgapom/WPC*.

- Key note speech by Tine Delva, *EC*
- Case studies:
  - Jolanda Soons-Dings, *LambWeston Meijer*
  - Gilles Fontaine, *Desmazières*
  - Arnaud Delacour, *UNPT*

### Session 4: Closing

16h00 – 16h30

- Conclusion by Michael Scannell, *EC*
- Closing remarks



User: wifi\_at\_rocco\_forte  
Password: Europatat2018

*With the support of:*



## Congress 2018

***Potatoes: a healthy, sustainable and responsible sector***

4 May 2018

Hotel Amigo, Brussels

#EuropatatCongress



### **Europatat**

Rue de Trèves 49-51, bte 8  
1040 Brussels – Belgium  
Tel: +32 (0)2 777.15.85  
Fax: +32 (0)2 777.15.86  
secretariat@europatat.eu

# Europatat

## Congress 2018



**Christophe Ginisty**

*Digital strategist & reputation management specialist*

Christophe Ginisty is a digital strategist, social media intelligence expert, founder of Agorep Research and creator of the ReputationTime cycle of conferences. Published author and international keynote speaker on societal impact of the digital revolution, he has been elected in 2013 President of the International Public Relations Association (IPRA).



**Michael Scannell**

*Director for the Food Chain – Stakeholder and International Relations in DG Sante, EC*

Michael is an official of the European Commission since 1991. He is currently Director for the Food Chain – Stakeholder and International Relations in the Directorate General for Health and Food Safety. He was until recently Director of the Food and Veterinary Office which was responsible for promoting proper enforcement and compliance with EU requirements on food safety, animal and plant health in both EU Member States and third countries.



**Tania Santivañez**

*Regional Agricultural Officer at the FAO Regional Office for Europe and Central Asia*

Tania has been working at FAO for 17 years now and her key area of expertise is Sustainable and Inclusive Agrifood Systems. At present, she is acting as regional agricultural officer for Europe and Central Asia and coordinates the Regional program “Sustainable Natural resources management under a changing climate”.



**Toine Timmermans**

*Coordinator REFRESH & Program manager sustainable food chains, Wageningen UR Food & Biobased Research*

Toine is Program Manager Sustainable Food Chains at Wageningen University & Research, and Coordinator of the EU projects FUSIONS and REFRESH. The overall aim of the project REFRESH is to contribute to SDG 12.3, halving food loss and food waste across the post-harvest supply chain. Building a responsible and sustainable food consumption and production system, based on circular economy principles



**Loes Neven**

*Senior staff – coordinator nutrition Flemish Institute for Healthy Living*

Loes is a dietitian and she's been working for 10 years in the field of public health nutrition at the Flemish Institute for Healthy Living (an advisory body for the Flemish government, department of public health). This resulted recently in the launch of a new model for Flanders: the reversed food triangle or pyramid.



**Tine Delva**

*Policy Advisor at the Secretariat-General of the EC in charge of the UN 2030 Agenda for SDGs*

Tine works in the economic department of the Secretariat-General of the European Commission, which is responsible for the overall coherence of the Commission's work – both in shaping and coordinating policies



**Jolanda Soons-Dings**

*Sustainability Program Manager at Lamb Weston / Meijer vof*

In 2011 Jolanda she took up the responsibility, within Lamb Weston / Meijer (LW/M), to develop a companywide sustainability strategy and program towards 2020 and currently leads the LW/M sustainability program in Europe.



**Gilles Fontaine**

*Chief Executive Officer of Desmazières*

Gilles is also an Administrator Member and former President of FEDEPOM, an organisation representing breeders and suppliers in seed potatoes in France.



**Arnaud Delacour**

*President of the UNPT (French Union of Potatoes Producers)*

Arnaud is a French farmer specialized in the production of potatoes for the food and starch industry. He is also Chairman of the potato working group at COPA.