

PFP FORUM 2015

“The essential role of EU Primary Food Processors in a strong & competitive EU agri-food sector”

On 29 October 2015 at 14:30-17:00 and followed by a cocktail
Thon Hotel EU, Rue de la Loi 75, 1040 Brussels

Proposed Programme

14.30 – 15.00 Registrations and Welcome Coffee

15:00-15:05 **Welcome from the PFP President**

15:05-15:20 **Key-note address**

The EU strategy in support of food industry challenges

By Carlo Pettinelli, Director for Consumer, Environmental & Health Technologies at DG for Internal Market, Industry, Entrepreneurship and SMEs (EC)

15:20-15:35 **Highlights about the competitive position of EU primary food sectors**

By Michiel van Galen from LEI, Wageningen UR

15:35-15:50 **Why we need a strong primary food sector in the EU**

By Paulo Gouveia, Director General Affairs, COPA-COGECA

15:50-16:05 **Efficient and competitive food supply chains**

By Prof. Heinrich Hockmann, Institute for Agricultural Development in Transition Economies (IAMO), Germany

16:05-16.20 **Recommendations for the competitiveness of the EU Primary food processing industry**

By Gianfranco Patrucco, President of PFP

16:15-17:00 **Debate & Conclusion**

Followed by a cocktail reception (17:00 – 19:00)

The event will be held in English