



INVESTMENTS IN INNOVATION

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SESSION 2

FOOD SAFETY AND QUALITY TOWARDS EXPO 2015

11 November 2014
European Parliament
14.30 - 18.30
Room A 3G3

On the occasion of



Presidenza Italiana
del Consiglio
dell'Unione Europea



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Expo 2015 will be an extraordinary universal event displaying tradition, creativity and innovation in the food business: it confirms once again that the genuine quality and availability of agricultural foodstuff is, first and foremost, one of society's fundamental needs - and therefore a valuable economic market. In view of this appointment it is essential to take stock of the EU *acquis* on food safety, of its implementation at national level as well as to give a first contribution to the next legislative 5-year period.

Interpreting Service English, French, Italian

14:30 - 15:00

WELCOME ADDRESS

- ▶ Paolo de Castro, Member of the AGRI Committee of the European Parliament
- ▶ Alfredo Bastianelli, Italian Ambassador to Belgium
- ▶ David Wilkinson, Commissioner General of the European Union for EXPO Milano 2015



***LABELS ON FOOD PRODUCTS:
INFORMING THE CONSUMER OR JUDGING THE FOOD?***

15:00 - 16:00

ROUND TABLE

Good labelling is a key element to provide consumers with all necessary information to make their choices. But should labelling just be limited to provide elements for well informed choices, or should it instead go beyond and judge food nutritive values and the consequences of its consumption? And if so, by which general standards? And to what extent current EU law allows for misuses and abuses of labelling provisions in order to raise market access barriers?

Keynote speech by Giovanni La Via, Chairman of the ENVI Committee of the European Parliament

Moderator: Adriana Cerretelli, journalist, Brussels correspondent for Il Sole 24 Ore.

Panelists:

- Renate Sommer, Member of the ENVI Committee of the European Parliament
- Ladislav Miko, DG SANCO Deputy Director-General for the Food chain
- Christian Verschueren, Director-General of Eurocommerce
- Alessandro Cagli, Public Affairs Director at Ferrero
- Luc Tappy, Professeur Ordinaire, Département de Physiologie, Université de Lausanne



***“MADE IN ITALY”, A PROJECT OF GOOGLE CULTURAL INSTITUTE
IN COLLABORATION WITH UNIONCAMERE AND THE ITALIAN
MINISTRY FOR AGRICULTURE, FOOD AND FORESTRY.***

16:00 - 16:20

PRESENTATION

by **Giorgia Abeltino, Head of Public Policy and Government Relations, Google Italy**

Google has partnered with hundreds of museums, cultural institutions, and archives to host the world's cultural treasures online. Now, with "Made in Italy" Google offers a digital platform to discover among different sectors also Italy's finest food products, their history, their territories and their traditions. From Parmigiano Reggiano to San Daniele's ham, from Sardinian artichokes to Siena's extra virgin olive oil, Google offers the opportunity for a permanent digital exhibition of the excellence of the Italian food industry.



MANDATORY ORIGIN PROVISIONS: WHAT THE SECTOR EXPECTS FROM THE NEW COMMISSION REPORTS

16:20 - 17:20

ROUND TABLE

By December 2014, the Commission must submit reports to the European Parliament and Council regarding the mandatory indication of the country of origin or place of provenance for many food categories. What will be the impact estimated by these new reports on the costs of each food category? Who will bear its burden? How would similar provision affect big corporations vs. small and medium enterprises? And what would be the impact on niche productions?

Keynote speech by Elisabetta Gardini, Member of the ENVI Committee of the European Parliament

Moderator: Marco Zatterin, journalist, Brussels correspondent for La Stampa.

Panelists:

- Mella Frewen, Director-General of FoodDrinkEurope
- Pekka Pesonen, Secretary General of COPA COGECA
- Fortunato Amarelli, CEO Amarelli - Fabbrica Liquirizia-Rossano
- Gianpietro Corbari, General Director at Granarolo
- Massimo Iannetta, Head of Unit Sustainable Development and Innovation of Agro-Industrial System at ENEA

17:20 - 17:40 coffee break



THROUGH THE FOOD SUPPLY CHAIN TOWARDS EXPO 2015: SETTING THE PRIORITIES FOR THE NEXT LEGISLATURE

17:40 - 18:40

ROUND TABLE

What are the sector's expectations for the next five years? What are the consumers'? What messages will EXPO 2015 deliver to the EU policy-makers? What are the goals of the new European Commission for the current legislature and what will be the European Parliament's stand on these matters?

Keynote by Diana Bracco, Commissioner-General for the Italian Pavilion at EXPO 2015

Panelists:

- Giancarlo Caratti di Lanzacco, Vice General Commissioner of the EU for EXPO
- Francesco La Camera, Director General for Sustainable Development, Ministry for Environment, Land and Sea of Italy.
- Furio Suggi Liverani, Director for Research & Development at Illy
- Francesco Loreto, CNR, Director of Bio-Agrofood Science Department
- Alberto Spagnolli, Head of Executive Office Unit, European Food Safety Agency
- Pilar Ayuso, Member of the EP ENVI Committee
- Simone Ceruti, Vice President EU Public Affairs, Danone

18:40 - 18:50

CLOSING REMARKS

► **Maurizio Martina, Italian Minister for Agriculture Food and Forestry**

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