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5th Annual European Nutrition & Lifestyle Conference

Taking the next steps towards a healthier Europe



2nd & 3rd March 2011

Le Chatelain All Suite Hotel . Brussels

Speakers Include

Paola Testori Coggi - Director General, DG SANCO, European Commission

Jo Leinen MEP - Chair of ENVI Committee, European Parliament

Mella Frewen - Director General, CIAA

Riitta Maijala - Director of Risk Assessment, European Food Safety Authority (EFSA)

Markwart Kunz - President, Federation of European Speciality Ingredients Industries

Josephine Wills - Director General, EUFIC

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5th Annual European Nutrition & Lifestyle Conference

Taking the next steps towards a healthier Europe

Set against the backdrop of the European Commission's mid-term review of the EU Obesity Strategy and the renewed mandate of the EU Platform for Action on Diet, Physical Activity and Health, this event will provide an excellent opportunity to exchange views and experiences and assess the progress made to tackle obesity. The Conference will also explore the new priorities for the future of the EU obesity strategy, including actions on advertising and marketing to children, reformulation, nutrition and health claims, nutrient profiles and food labelling.

Day 1 - 2nd March

Morning chair

Kate Trollope - Editor, EU Food Policy

Session 1

Keynote Presentations:

This opening session will set the scene for the two days of discussion and present key stakeholders' views for addressing the complex issue of obesity and lifestyle-related diseases in Europe. What progress has been achieved so far under the EU Strategy on Diet, Physical Activity and Health? What should be the roadmap to sustain the momentum and achieve concrete results in the next two to three years? What is the role of policy makers and stakeholders in promoting healthier lifestyles?

09:00

View from the European Commission

Paola Testori Coggi - Director General, DG SANCO, European Commission

09:25

View from the European Parliament

Jo Leinen MEP - Chair of Committee on the Environment, Health and Food Safety, European Parliament

09:50

Priorities for the forthcoming Hungarian EU Presidency

Adrienn Barna - Second Secretary in charge of the Food Information dossier, Permanent Representation of Hungary to the EU (tbc)

10:15

View from the food and drink industry

Mella Frewen - Director General, CIAA

10.40

Coffee Break

Session 2

Working on healthier food options: Reformulation and innovation

Building upon the EU Framework for National Salt Initiatives, the European Commission is exploring different scenarios for extending its reformulation framework to other nutrients such as saturated fat and sugar. How can the EU support national actions? What nutrients should be prioritised? What are the regulatory and technical barriers to reformulation? What effect does consumer behaviour have on the reformulation challenge and how this can be addressed?

11:00

Introduction

Despina Spanou - Principal Advisor, DG SANCO, European Commission

11:15

Panelists:

Susanne Logstrup - Director, European Heart Network

Philip Myers - Director, Public and Government Affairs EU, PepsiCo (tbc)

Ellis Vyth - Researcher, VU University Amsterdam

Representative - Barilla Group (tbc)

12.45

Lunch Break

Afternoon moderator (tbc)

Session 3

Responsible advertising and marketing to children

Commissioner for Health, John Dalli stated advertising restrictions are not necessary as long as the industry is committed to responsible advertising. In this perspective, has the industry succeeded in developing efficient codes of conduct? Are public authorities supportive of these initiatives? What assessment

can be made of the advertising industry's commitment to self-regulation? Are voluntary methods enough to help reduce obesity? Is the Digital Age an additional complexity to the monitoring of the commitments and what is the potential influence on the future work of the EU Platform?

13:45

Panelists:

Ana Maria Corazza Bildt - MEP, European Parliament (tbc)

Will Gilroy - Communications Director, World Federation of Advertisers

May Shelton - Project Officer for Food Marketing to Children, Consumers International (CI)

Representative - Industry : Participant to the EU Pledge (tbc)

Catie Thorburn - President, Generation Europe Foundation

15.15

Afternoon Break

Session 4

Nutrient profiling developments

The long awaited EU nutrient profiles should be finalised and adopted by the European Commission in the coming year. Could the EU profiling system find applications beyond the nutrition and health claims regulation? How can nutrient profiling achieve further improvements in food reformulation? Should the system compare all foods or judge them on a category-by-category basis? How will industry need to adapt to this? What impact will the EU system have on the model being developed by the World Health Organisation?

15:45 - 17:20

Panelists:

Christophe Didion - Nutrition and Dietetics - Nutrition and health claims, DG SANCO, European Commission (tbc)

Chizuru Nishida - Scientist, WHO (tbc)

Representative - Industry (tbc)

Margherita Caroli - President, European Childhood Obesity Group (ECOG)

Michael Kunze - Professor and Director, Institute of Social Medicine, University of Vienna

17.20 End of day 1

17:30 - 18:30

Networking cocktail reception

How can we create more active positive lifestyle and what changes are needed to reduce obesity? This session will explore relevant models and case studies to explore what is needed to bring about the systemic change required at a grassroots level to encourage consumers to foster healthier lifestyles.

Chaired by:

Neville Rigby - Director, European Obesity Forum (tbc)

Day 2

Morning moderator:

David Byrne - Former European Commissioner for Health and Consumer Protection, European Commission

Session 5

Health Claims – the next steps

EFSA recently published the third batch of Article 13 health claims, in which most claims were given negative scientific opinions. With the delays in the process of the Commission to adopt the first list before the end of 2010, is there a lack of transparency about the scientific criteria required for the substantiation of claims? How can the difficulties over the legal use of the claims be overcome? What are the exact next steps as part of the controversial application of the health claims regulation? Will the role of EFSA remain the same? How will industry be guided along the way?

09:00

Keynote Address

Riitta Majjala - Director of Risk Assessment, European Food Safety Authority (EFSA)

09:25

Panelists:

Markwart Kunz - President, the Federation of European Speciality Food Ingredients Industries (ELC)

Basil Mathioudakis - Head of Unit, Food Law, Nutrition and Labelling, DG SANCO, European Commission (tbc)

Monique Goyens - Director General, BEUC

Anne Heugan - External Affairs Director, Unilever

10.40

Coffee Break

Session 6

Developments in front of pack food labelling

Following the Parliament's first reading vote in June 2010, and the political agreement to be reached by Member States by the end of 2010, will clearer and more consistent food labelling rules start emerging as a consensus between the two institutions? With a numbers issues to be settled at the second reading in 2011, can an agreement be reached? Should national governments be allowed to decide on visual support systems for nutrition labelling?

11:00

Panelists:

Antonya Parvanova - MEP, European Parliament (tbc)
Chiara Tomalino - Food Policy Officer, EURO COOP
Josephine Wills - Director General, The European Food Information Council (EUFIC)
Marta Baffigo - Director Global Public and Regulatory Affairs, Kellogg Company
Annelies Rotteveel - Lecturer in Nutrition, The Hague University (on behalf of EFAD)

12.30

Lunch Break

Afternoon moderator:

Delphine Millot - Director, Grayling

15:30

Speakers:

Delphine Millot - Director, Grayling
Kate Trollope - Editor, EU Food Policy

17.15

End of conference

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Session 7

The effectiveness of taxation as a tool to tackle obesity

An increasing number of European Governments have implemented or are considering taxation of foods high in salt, sugar and saturated fat as a way to tackle the obesity pandemic. Can food taxes and subsidies potentially contribute to healthier consumption patterns? Has the effectiveness of taxation tools been proven? To which extent does it open the door to discrimination against some categories of foods?

13:30

Panelists:

Salvatore Gabola - Chairman, Marketing and Communications, Union of European Beverages Association (UNESDA)
Liza Bara - Director of Policy and Strategy, European Public Health Alliance (EPHA)
Thorbjørn Christensen - Consultant, Danish Ministry of Taxation (tbc)
Franco Sassi - Senior Health Economist, OECD (tbc)
Olivier Allais - Academic, INRA-ALISS, France (tbc)

15.00

Afternoon Break

Session 8

Wrap-up and challenges for the future

This interactive session will summarise what has been seen from the 2 days' proceedings and will discuss the future roadmap for addressing the complex issue of obesity and lifestyle-related diseases in Europe, with questions invited from the floor.

Interested in becoming involved in the event? There are a number of sponsorship and exhibitor opportunities still available - for more details please contact Amanda Strevens on:
Email: amanda.strevens@forum-europe.com
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5th Annual European Nutrition & Lifestyle Conference

2nd & 3rd March 2011 / Le Chatelain All Suite Hotel, Brussels Fax form to +44 (0) 2920 668 992

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