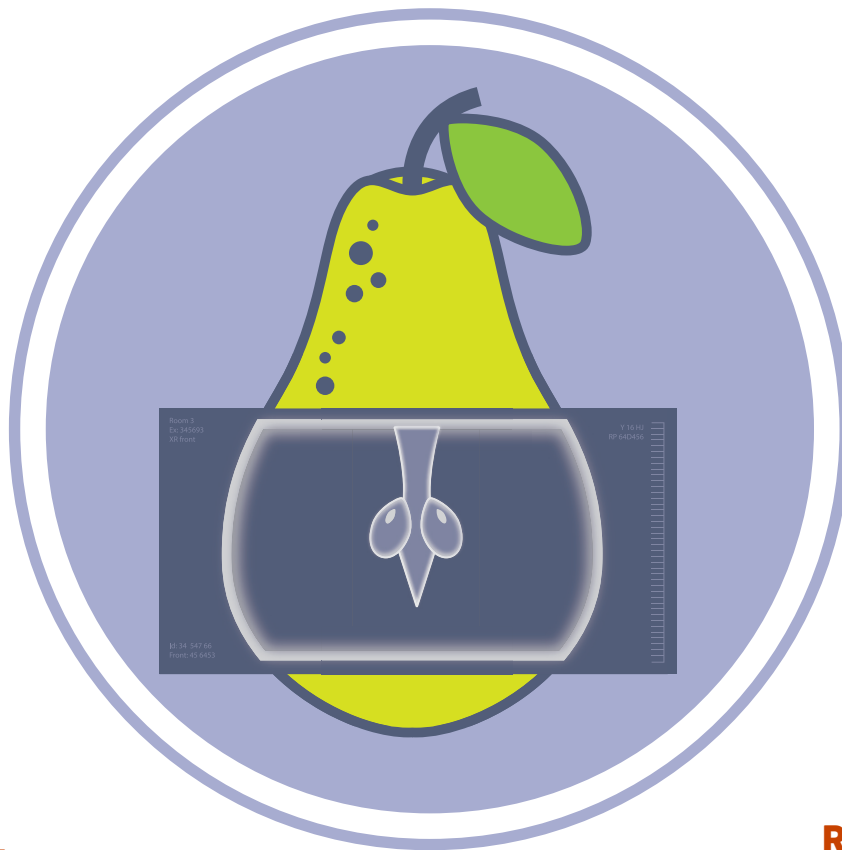


High level conference on **FOOD AUTHENTICITY AND INTEGRITY**

24 June 2016, Brussels - Charlemagne Building
Jenkins Room, Rue de la Loi 170



Interpretation
DE, EN, ES, FR, IT, NL

**FREE
REGISTRATION**

Interested in learning about
best practices?

Interested in learning more about
food traceability and authenticity?

Would you like to understand the
EU regulatory context?

Interested in networking with
business operators, regulators,
consumers and experts from
laboratories and research centers?



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PROGRAMME

8:30-9:30 - Registration

Chairman/Moderator:

Mr. Hoogeveen - Director General
Agro ministry of Economic Affairs,
NL

**9:30 WELCOME AND OPENING
SPEECHES**

Mr. Prats Monne - Director
General
DG SANTE, European Commission

Mr. Bowdler - Euro Coop President

**9:45 - SESSION I
TARGETING COUNTERFEIT AND
SUBSTANDARDFOODSTUFFS**

The results of Operation OPSON
Mr. Sincovich
EUROPOL

**SESSION II
EU AND MEMBER STATES POLICY**

*Action plan and outcomes of the
anti-food fraud team work*
Mr. Marin - Deputy Head of Unit
DG SANTE, European Commission

The Dutch experience
Mr. Paul - Inspector General
Director General Agro Ministry
of Economic Affairs, NL

COFFEE/TEA BREAK

The British experience

Mr. Morling - Director
Food fraud agency - UK

EU Food Integrity Project

Prof. Elliott - Queen's University,
UK

**Session III
CONSUMERS' EXPECTATIONS**

*Consumers' attitudes towards
labelling*

Mr. Gumbel - Deputy Head of Unit
DG SANTE, European Commission

*Safeguarding food chain authenticity:
The role of consumer co-operatives*

Ms. Schmidt - Policy officer for
food, Euro Coop

12:30/14:00 LUNCH
(sponsored by CELCAA, Euro Coop,
UECBV)

**14:00 - SESSION IV
THE FOOD AUTHENTICITY/
INTEGRITY
ANALYSIS TECHNIQUES**

Mr. Ulberth - JRC-IRMM, European
Commission

Mr. Renaville - Scientific staff
PROGENUS - BE

SESSION IV

**FBOS ACTION PLAN (TRACEABILITY,
TRANSPARENCY, TRUST)**

The case study of meat

Mr. Urlings
VION - NL

*Coop Italy and food fraud
A closer look at the case of extra
virgin olive oil*

Mr. Barbanera - Head of the Coop
IT laboratory

Best case scenario (TBC)

ROUND TABLE

**Prof. Elliott, Mr. Barbanera,
CELCAA, Mr. Urlings**

16:30 - RECOMMENDATIONS

