



Dear Reader,

I am delighted to report back on CIAA's highly successful Congress 2010 which brought together some 500 key stakeholders to discuss the food industry's vision for 2020 around the key topics of **'People, Planet, Partnership'**. An impressive range of expert speakers and panellists shaped discussions on the central issues and challenges facing Europe's food and drink industry, which were explored via sessions on 'Food for the Future', Health and Wellbeing' and 'Planet and Environment', culminating in a wrap-up session on 'Trust and Partnership'.

The CIAA actively engages with key stakeholders all year round on a broad range of issues affecting the food and drink industry. We were therefore delighted to secure the involvement of four European Commissioners, including the participation of Commissioner for Health and Consumer Protection, Mr. John Dalli, a keynote speaker on the topic of health and wellbeing. The Congress also provided a platform for many different perspectives to be shared on current debates, bringing together representatives from across the food chain and beyond, including agricultural producers, retailers and consumer organisations, to name but a few.

A gala dinner held at the end of day one enabled delegates to network and enjoy the wonderful ambience of the Museum of Fine Arts in Brussels. A special message from Research, Science and Innovation Commissioner Geoghegan-Quinn, together with a timely intervention from Jo Leinen MEP, Chair of the European Parliament's Environment, Public Health and Food Safety Committee, framed the evening perfectly.

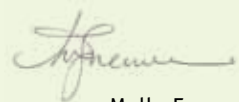
So what messages did our industry take away from the Congress, and what lies ahead for the CIAA and its members?

One key thread which ran through all the sessions was the importance of innovation. Creating the right conditions for innovation to flourish in Europe can help drive competitiveness and also lead to new ways of addressing societal issues. For example, new technology can drive sustainability in food manufacturing, and the development of innovative food products has the potential to help meet the growing demand for food supply, and to contribute to healthier lifestyles for all.

Looking ahead to 2011, CIAA will be launching its new name and brand in the summer, reflecting our renewed purpose and vision, as we move towards achieving smart, sustainable and inclusive growth for our industry in Europe.

With new internal governance structures in place over the past 12 months, the CIAA is well placed to lead on behalf of its members, drawn from SMEs and larger companies alike, on the increasing number of issues affecting Europe's food manufacturers. With our 30th Anniversary coming up in 2012, we will be focused on delivering a coherent and impactful work programme as we progress towards our next Congress in our anniversary year – so mark autumn 2012 in your diaries well in advance!

I wish you all an enjoyable read of our Congress 2010 round-up, and a happy and healthy festive season and New Year.



Mella Frewen
Director General CIAA

FOOD FOR THE FUTURE

Session 1, moderated by international broadcaster Zeinab Badawi, ensured the 2010 Congress kicked off to an impressive and engaging start. This session addressed the big-picture challenges of a growing population, together with opportunities for Europe's food and drink industry to innovate and compete more effectively, globally. Representatives from the WTO and World Food Programme set the scene in its global context, and Frank van Lierde, Executive Vice-President of Cargill underlined the importance of interdependence and partnerships in addressing these future challenges.



*Ms. Zeinab Badawi
(International broadcaster
and journalist)*



A message from Commissioner Tajani's Cabinet focused on the underlying importance of competitiveness, and the work of the EU High Level Forum to improve the functioning of the food supply chain in creating the right conditions for growth.

Speakers also encouraged delegates to embrace the promise of new technologies, whilst ensuring that policy-making and regulation is based on sound science.

From left to right: Ms. Monica Marshall (Head of Global Private Partnerships, World Food Programme), Mr. Frank van Lierde (Executive Vice-President, Cargill), Mr. John Finn (Counsellor, Agriculture Commodities Division, WTO), Mr. A.W.D. Pexton O.B.E. (Farmer, Chairman of the Yorkshire and Humber Rural Affairs Forum), and Mr Attilio Zanetti (CEO, Zanetti S.p.A.)

Tony Pexton, speaking as an experienced farmer, and family business leader Attilio Zanetti, called for a 'fresh look' at biotechnology, and the role of GMOs, as well as ensuring that new opportunities presented by emerging technologies, such as nanotechnology, are fully realised. This provoked an interesting panel discussion on the importance of building societal acceptance around innovation and emerging technologies.

HEALTH AND WELLBEING



Mrs. Avril Doyle (former MEP and member of the Environment, Public Health, and Food Safety Committee), and Commissioner John Dalli (Health and Consumers, European Commission)

Session 2 was a lively debate on the key topic of health and wellbeing moderated by former MEP and member of the Environment, Public Health and Food Safety Committee, Avril Doyle. Europe's Health Commissioner John Dalli gave the keynote address in this session, welcoming effective partnerships through the European Platform for Action on Diet, Physical Activity and Health. He called for a spirit of renewal of stakeholder commitments under the Platform, and a scaling-up of those initiatives which are shown to be delivering results.

Dr Maria Niera González from the WHO linked the importance of improving health and environmental outcomes to improving the global picture. Industry representatives, Paul Polman, CEO of Unilever, and Jim Moseley, Managing Director of General Mills UK & Ireland, informed participants of how the food industry is responding to consumer demands for a wide range of products adapted to their needs, and how innovation is

playing a key part in making this happen. Unilever also situated its health and wellbeing efforts in the context of a broader strategy towards sustainability.

Monique Goyens from BEUC explained her organisations' perspective in the debate on food labelling, still a hot topic for discussion amongst the panel and from the audience. It was clear that while there are differing opinions over labelling formats, all panellists shared the end objective of ensuring that consumers are empowered to make informed food choices, avoiding an overload of on-pack information which would confuse consumers. Panellists also agreed on the vital role that education plays in bringing about behavioural change.



From left to right: Mr. Paul Polman (CEO, Unilever), Mr. Jim Moseley (Managing Director, General Mills UK & Ireland), and Mrs. Monique Goyens (Director General, BEUC)

PLANET AND ENVIRONMENTAL SUSTAINABILITY



*Mrs. Fiona Harvey
(Environment Correspondent
of the Financial Times)*

Fiona Harvey, Environment Correspondent of the Financial Times was the expert moderator for Session 3 on planet and environmental sustainability.

Greening Europe's food chain is a key challenge for the future, and industry speakers, Dominique Reiniche, President Europe of the Coca-Cola Group, and Didier Debrosse, President, Western Europe Region from Heineken explained how their companies are playing an important part in moving this agenda forward.

The preservation of raw materials, water, and smarter energy use are 'business critical' for Europe's food and drink industry, and innovation offers exciting opportunities to unlock new solutions, ways of working, and innovative techniques to drive sustainability throughout the entire food supply chain, from

the smallest to the largest business operators.

A video message from EU Environment Commissioner Potočnik, together with speakers from the UN Environment Programme and the European Environment Bureau, gave delegates a topical overview of how sustainability policy is evolving.

The debate featured calls for more ambitious global leadership in this area and an effective regulatory framework which also takes into account the importance of retaining Europe's competitiveness and economic viability.



*Mr. William Neale (Cabinet member for Commissioner Potočnik,
Environment, European Commission), and Mr. Charles Arden-Clarke
(Head of the Goods and Services Unit, Sustainable Consumption
and Production, UNEP)*

TRUST AND PARTNERSHIP

Overall Congress facilitator Jacki Davis moderated Session 4, which wrapped up proceedings by focusing on the importance of trust and partnership.



Mrs. Catherine Geslain-Lanéelle (Executive Director, EFSA)

Catherine Geslain-Lanéelle emphasised the importance of maintaining trust in scientific research, most notably with EFSA. She explained how the work of EFSA has changed over the course of the years adding that it was now time for EFSA to adapt to this new situation, which required additional resources. This session also looked at the importance of building partnerships between public authorities, civil society and industry to remove bottlenecks to innovation.

Industry speaker, Tim Mobsby, European Chairman of Kellogg's, recognised the considerable trust placed in its products and brands by consumers, and the need to continue to build confidence through partnerships and relations with key stakeholders.

Dr Freiherr von Leoprechting from Eurocommerce gave a retailers perspective on the balance of power with food manufacturers in the food supply chain and its impact on competitiveness. The discussion highlighted the importance of sitting together to find solutions that work in favour of consumers.

Additional contributions from Dr Jorgo Chatzimarkakis MEP, touched upon the issue of trust between industry and regulators and the importance of building partnerships to promote innovation. Tony Long from the WWF, gave an NGO perspective, emphasizing the importance of activating partnerships with speed in order to promote innovation. WWF has been at the forefront of building partnerships across the public, voluntary and private sector, and continues to advocate this as a working model for addressing environmental and societal challenges.



*Mr. Timothy Mobsby (European
Chairman, Kellogg Europe)*



Mr. Jesús Seraffín Pérez
CIAA President

"I am delighted that CIAA's 2010 Congress has brought together such a distinguished range of speakers, in a spirit of partnership, constructive engagement and debate. The conclusions of this Congress, particularly around the importance of innovation, are invaluable as we work together to realise our vision for the next decade and beyond: for smart, inclusive and sustainable growth of Europe's food and drink industry, and Europe's economy as a whole."

During the Congress, delegates had the opportunity to visit exhibition stands, demonstrating CIAA member initiatives and activities related to the 'People, Planet, Partnership' themes of the Congress.

The exhibition demonstrated the strength, vibrancy and diversity of the food and drink industry in the EU and beyond, and enabled delegates to engage with industry representatives on an informal basis to explain their activities and respond to queries.



CIAA

Confederation of the Food and Drink Industries in the EU

Avenue des Arts, 43
1040 Brussels, BELGIUM

Tel: +32 2 514 11 11
Fax: +32 2 511 29 05
ciaa@ciaa.eu

All presentations and materials, as well as further information about the CIAA can be found at:
www.ciaacongress2010.eu



Clockwise from top: Q&A session during the Congress, Mella Frewen (Director General, CIAA) visiting the exhibition stands, Unilever exhibition stand, and the Gala Dinner at the Musées des Beaux-Arts de Belgique.

