

# 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**  
(mandatory)

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

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 V**

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

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

**Ms. Scaramagli** - Head of the  
Coop IT laboratory

*The case study of meat*

**Mr. Urlings**  
VION - NL

Best case scenario (TBC)

**ROUND TABLE**

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

**16:30 - RECOMMENDATIONS**

