



## Media Seminar on Flu Pandemic Preparedness

Brussels, October 17<sup>th</sup>

Organised by the Directorate for Health and Consumer  
Protection of the European Commission

### PROGRAMME

#### Monday, October 16

**Hotel Sofitel, Pl. Jourdan 1, B-1040 Brussels**

18h30 – 19h30 Registration

**Brasserie Merode, Avenue de Tervuren 9, B-1040 Brussels**

19h30 – 21h30 Welcome Dinner

#### Tuesday, October 17

**The European Commission Representation in Belgium, Rue Archimède 73, 1000 Brussels**

09h00 – 09h30 Registration and coffee

09h30 – 13h00 **Avian flu and human flu pandemic: what are the current dangers?**

Moderator:

**Fabio Fabbi**, Head of the Media Team at the Health and Consumer Protection DG (European Commission)

09h30 – 10h00 **Philip Tod**, spokesman for Health and Consumer Protection (European Commission): *Press relations at the European Commission – how did European media report about the recent avian flu crisis and possibility of a flu pandemic?*

10h00 – 10h30 **Alberto Laddomada**, Directorate D (Animal health and welfare), Health and Consumer Protection DG (European Commission): *Avian flu, an animal health crisis – is it coming back?*

10h30 – 11h00 **Antoon Gijssens**, Directorate C (Public health and risk assessment), Health and Consumer Protection DG (European Commission): *Human flu pandemic – is the EU ready?*

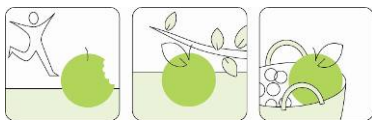
11h00 – 11h15 **Coffee break**

11h15 – 13h00 **Preparing for a flu pandemic**

11h15 – 11h45 **Dr Roberta Andraghetti**, Medical Officer, Epidemic and Pandemic Alert and Response Communicable Diseases (CDS/EPR), World Health Organization (WHO): *Responding to avian influenza and preparing for pandemic influenza*

11h45 – 12h15 **Dr Reinhard Kaiser**, senior expert in Preparedness and Response Unit, ECDC: *ECDC's role in strengthening pandemic preparedness in Europe*





- 12h15 – 13h00      **Questions and Answers – panel discussion**
- 13h00 – 14h30      **Lunch and meeting** with **Robert Shotton**, Director at the Health and Consumer Protection Directorate-General - Directorate A, General Affairs – in charge of co-ordination of crisis management issues at the Pom Noisette, Rue Stevin 124, B-1000, Brussels
- 14h30 – 15h30      **The role of the pharmaceutical industry**
- 14h30 – 15h00      **Luc Hessel**, chair of the EVM Influenza Pandemic Working Group: *What is industry doing to ensure availability of effective vaccines in the event of an influenza pandemic?*
- 15h00 – 15h30      **David Reddy**, Antivirals' industry representative: *Anti-virals: what can they do to slow down a possible human flu pandemic?*
- 15h30 – 16h30      **Communicating and building confidence**
- 15h30 – 16h00      **Inge Jooris**, Communication Officer at the Belgian Inter-ministerial Commission Influenza: *The Belgian "Inter-Ministerial Commission"- how we inform the public about the flu threat*
- 16h00 – 16h15      **Marie-Paule Benassi**, Head of Unit A4 (Information: systems and publications), Health and Consumer Protection DG (European Commission): *Crisis communication: the role of public authorities and of the media*
- 16h15 – 16h30      **Presentation of a video – "EU gets ready to combat a flu pandemic" & "Close surveillance of Avian flu in Europe"**
- 16h30 – 16h35      **Closing remarks**
- 16h45 – 17h45      **Meeting with Philippe Brunet**, Deputy Head of the Cabinet of Health and Consumer Protection Commissioner Markos Kyprianou at the European Commission Berlaymont building, Rue de la Loi 200, 1049 Brussels

European Commission information:

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