

High-level Stakeholder Celebratory event

EU Code of Conduct on responsible food business and marketing practices

PROGRAMME

5 July 2021, 10:00 – 11:30

- 10:00 – 10:05 **Welcome and opening remarks**
- Claire Bury, Deputy Director General SANTE
- 10:05 – 10:15 **Key note address**
- Commissioner Kyriakides
 - Executive Vice President Timmermans (by video message)
 - Commissioner Breton (by video message)
- 10:15 – 10:25 **Presentation of the Code and its Signatories**
- FoodDrinkEurope, Dirk Jacobs, Chair of the Task Force
- 10:25 – 10:50 **Views from industry, NGOs and the primary production sector**
- Nestlé, Mark Schneider, CEO
 - Ahold/Delhaize, Frans Muller, CEO
 - Sodexo, Denis Machuel, CEO
 - European Public Health Alliance, Milka Sokolovic, Director General
 - COPA-COGECA, Pekka Pesonen, Secretary General
- 10:50 – 11:25 **Questions and answers**
- Questions from the audience to the speakers' panel, moderated by Claire Bury
- 11:25 – 11:30 **Closing remarks**
- Claire Bury, Deputy Director General SANTE