**High-level Stakeholder Celebratory event**

**EU Code of Conduct on responsible food business and marketing practices**

**PROGRAMME**

**5 July 2021, 10:00 – 11:30**

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| 10:00 – 10:05 | **Welcome and opening remarks**   * Claire Bury, Deputy Director General SANTE |
| 10:05 – 10:15 | **Key note address**   * Commissioner [Kyriakides](https://www.google.com/search?sxsrf=ALeKk03xPHGvX71nuzxvSXrGxc5_lSWCdw:1603383777563&q=Kyriakides&spell=1&sa=X&ved=2ahUKEwjP6P-DzsjsAhXoWhUIHZx7BfcQkeECKAB6BAgcECk) * 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 |