**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](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
 |