

What's New at The Bread Side?

Bread Promotion & The Nutrition Side of Bread



FEDIMA & AIBI Symposium

13th April 2016, Hotel Radisson Blu Royal, BRUSSELS



PROVISIONAL PROGRAMME

- 13.00 Registration and Welcome coffee
- 14.00 Introductory remarks by Ms. Sofia Barbosa, President of Fedima and Mr. Joseph Street, Vice-President of AIBI
- 14.15 Part 1 – Bread Promotion Campaign**
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- Introductory remarks**
Ms S. Barbosa, President Fedima
- New Promotion policy for agricultural products; the role of CHAFEA**
Ms A. Mecilosek (EU Commission - CHAFEA) – invited
- Promotion of bread: the Dutch-Belgian submission**
Mr. F. van Straaten (NBC – Dutch bread center) – confirmed
- Debate**
- 16.00 Coffee break
- 16.30 Part 2 – The Nutrition Side of Bread**
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- Introductory remarks**
N. Guggenbühl, nutrition expert Karott – invited
- Better food for better health: the nutrient profiles according to WHO**
Dr. R. Bertollini (head of WHO EU regional office) – invited
- The Nutritional challenges around bread: why bread remains a healthy part of daily diet**
Dr. L. Gilissen (Wageningen University) – invited
- Debate**
- 18.00 Networking Cocktail
- 19.00 Networking Dinner