



European
Commission



The 2020 EU Agricultural Outlook Conference
NEXT GENERATION EU AGRICULTURE
from the Covid-19 crisis to green recovery

16-17 DECEMBER 2020

BIOGRAPHIES OF SPEAKERS



Agriculture
and Rural
Development

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LONE ANDERSEN

*Organic Dairy Farmer, Chairwoman Organic WP at COPA-COCEGA,
Vice-President at Danish Agriculture and Food Council (DAFC)*



Lone Andersen is Chairwoman of the Family Farmers in Denmark and she is Vice President of the Danish Agriculture & Food Council. Mrs. Andersen is chair of Copa-Cogeca Working Party on Organic Farming, and she is member of the Copa-Cogeca Presidium. Lone and Erik Andersen run an organic dairy farm in the western part of Denmark. In 2014, she was awarded 'Danish business woman of the year'. ▶

JENNIFER BAKER

Journalist



Better known as Brusselsgeek, Jennifer has been a journalist in print, radio and television for 20 years, the last 10+ specialising in EU policy. Regularly listed as one of the top influencers in the EU bubble, Jennifer was awarded #1 Tech Influencer 2019 by ZN, was listed by Politico as one of the Top 20 Women Shaping Brussels in 2017, and was named by Onalytica as one of the world's Top 100 Influencers on Data Security 2016. She regularly features as an EU expert on BBC radio, Euronews, SkyNews and others, and hosts Brussels' must-watch weekly roundup show TOTW for Euractiv. She has also written for some of the biggest names in media, including ArsTechnica, NBC, TheNextWeb, and The Irish Times. ▶

BETH BECHDOL

Deputy Director-General at FAO



Beth Bechdol is Deputy Director-General at the Food and Agriculture Organization of the United Nations (FAO). In this role, she continues her service to food and agriculture – now on a global scale. Ms Bechdol is responsible for FAO's Partnership and Outreach work, including Partnerships and UN Collaboration, Resource Mobilization and Private Sector Partnerships, South-South and Triangular Cooperation. She also leads programmes in the area of Plant Production and Protection and oversees FAO's main technical advisory committee on agriculture, the Committee on Agriculture (COAG) as well as the International Plant Protection Convention (IPPC) Secretariat. Before joining FAO, Ms Bechdol was President and CEO of AgriNovus Indiana, the Midwestern state's economic development initiative focused on advancing the agbioscience sector and developing 21st century talent. Prior to her leadership of AgriNovus, Ms Bechdol was Director of agribusiness strategies at Indianapolis-based law firm Ice Miller LLP where she helped build the firm's dedicated legal practice to food and agribusiness clients. She also was the former Deputy Director of the Indiana State Department of Agriculture. Ms Bechdol's dedication to public service in agriculture and her extensive trade and farm policy experience started in Washington, D.C. where she served in key roles as Chief of Staff at the U.S. Department of Agriculture, and as Economist on the Senate Agriculture Committee. She began her career in the Washington office of Informa Economics. As the first female Vice President in the firm, she assisted clients in understanding critical food and agriculture issues such as global trade negotiations, federal farm policy, technology advancements, farm structure, risk management

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tools, among other major trends. She also provided market information expertise to several international development projects in Egypt, the Republic of North Macedonia and Ukraine. Ms Bechdol excels at building unconventional alliances and connecting people. She has had significant roles on boards and commissions, including the National FFA Board of Trustees, the Purdue Research Foundation and the Farm Foundation Round Table. Ms Bechdol was raised on a multi-generation family grain farm in rural Indiana. She received her bachelor's degree from Georgetown University in international law and international affairs, and completed her master's degree at Purdue University in agricultural economics. ►

MARIA DE LOS ANGELES BENITEZ SALAS

Deputy Director-General, DG Agriculture and Rural Development at the European Commission



Ms María de los Ángeles Benítez Salas has worked as Deputy Director General in Directorate General for Agriculture and Rural development since 16 March 2016. She is in charge of three directorates responsible for International, Quality, Research and Innovation, Outreach, Strategy, Simplification and Policy Analysis. A Spanish national, Ms Benítez Salas joined the European Commission in 1986 as Member of the Cabinet of Commissioner Abel Matutes, responsible for SME policy, and subsequently External Relations. After a stint at the EU Delegation in Buenos Aires, she first became Head of Unit in 1998 and was a Director in DG AGRI between 2006 and 2013. Her previous position was Deputy Head of European Political Strategy Centre, the European Commission's in house think-tank. ►

ANNE-KATRIN BOCK

Policy Analyst, Joint Research Centre at the European Commission



Anne-Katrin Bock works as a policy analyst at the European Commission's Joint Research Centre in Brussels, at the Competence Centre on Foresight. She focusses on foresight as a tool to support strategic policy making. Recent work includes projects on the 'Farmers of the Future', on long-term scenarios for EU rural areas, and on the exploration of future challenges for food safety and nutrition. Before coming to Brussels, Anne-Katrin worked at the former JRC Institute for Prospective Technological Studies in Sevilla, Spain, analysing policy implications of emerging biotechnological developments in agriculture and health. Anne-Katrin is a biologist by training and holds a PhD in microbiology from the Freie Universität Berlin, Germany. ►

JEAN LUC BORDEAU

Managing Director at Lactalis Group



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ASBJØRN BØRSTING

President at European Compound Feed Manufacturers' Federation (FEFAC)



In June 2020 Mr. Børsting was elected President of FEFAC – The voice of the European Compound Feed & Premix Industry. Besides the position as FEFAC President Mr. Børsting also acts as Director of DAKOFO (the Danish Grain & Feed Trade Association). Mr. Børsting has been active within the agri-food sector since several decades, as former CEO of DLG, former director of the Danish Agricultural Council, and today also acting as chairman of the Danish National Bioeconomy Panel. ►

WOLFGANG BURTSCHER

Director-General, DG Agriculture and Rural Development at the European Commission



Wolfgang Burtcher has been Director General of DG Agriculture and Rural Development since April 2020. From 2009 to 2020 he was Deputy-Director General in the Directorate-General for Research and Innovation of the European Commission and in that function he was responsible for wide range of research and innovation policy development and implementation issues including research and innovation in the fields of agriculture, food and health. From 2000 to 2009, Mr Burtcher was Director in the European Commission's Directorate-General for Agriculture where he was responsible for the provision of legal support to the CAP and quality policy and for the control of agricultural expenditure. Wolfgang Burtcher is an Austrian citizen and before joining the European Commission in 2000, he was a representative of the federal states in the permanent representation of Austria to the EU. From 1992 to 1996, Mr Burtcher was a head of department for European affairs in the public administration of Vorarlberg state. From 1990 to 1992, he was a legal advisor for questions relating to the European Economic Area at the European Free Trade Association (EFTA) in Geneva. Between 1983 and 1990, Wolfgang Burtcher was a university assistant and lecturer in public international and European law at the University of Innsbruck. Wolfgang Burtcher holds a doctorate in law and a qualification from the Institut Européen des Hautes Etudes Internationales in Nice. ►

ANDREA CAPKOVICOVA

Analyst, DG Agriculture and Rural Development at the European Commission



Andrea Čapkovičová is an analyst in the unit of Analysis and Outlook at DG Agriculture and Rural Development. She has been involved in the preparation of the outlook since 2017. She has a background in agricultural, food and environmental policy analysis and she holds a MSc in Economics at the Swedish University of Agricultural Sciences and a MSc in Agribusiness and Rural Development at Corvinus University in Budapest. Before joining DG AGRI, she gained experience in agricultural and rural development policy research and in co-ordination of monitoring and evaluation of programmes financed by EU Structural Funds. As a part of the outlook team, she is responsible for dairy and olive oil markets. She also co-ordinates the short-term outlook reports prepared by the unit 3 times per year and, this year, also the medium-term outlook process and the report. ►

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IMKE DE BOER

Professor of Animal Production Systems at Wageningen University and Research



Prof. Dr. Ir Imke de Boer is head of the Animal Production Systems group, one of the 12 chair groups within the department of Animal Sciences of Wageningen University & Research. She is a leading expert in analysing and designing healthy and circular food systems, with a special emphasis on the role of livestock and fish. ▶

IVO DEGN

Co-Founder and CEO at Climate Farmers



Ivo Degn is the co-founder and CEO of Climate Farmers. With 3 years of experience building the largest social business incubation system in Europe, he has returned to his roots in agriculture to found Climate Farmers, a system to support a large-scale change in agriculture towards one of regeneration and ecological, as well as financial resilience. ▶

ROGIER ELSHOUT

Moderator of interactive meetings at moderating.eu



Moderator of interactive and engaging events. Live, online or both. 10+ years full time experience and 13+ years EU experience. He specialised in bringing dry topics to life and complicated matters back to the core. ▶

ROBERT ERHARD

Head of Fresh Milk Sourcing at Nestlé



A Swiss national, born and raised in Asia, discovered and decided to turn his passion for Agriculture into his profession. Having joined Nestlé in 2003, Robert has taken various positions in Agricultural material sourcing and currently heads Nestlé Global Fresh Milk Sourcing – Champions Net 0 for Livestock and is a Steering Committee Member of the R&D Agriculture. Working collaboratively to solve common problems he has led and built the multi-stakeholder Nestlé Dairy Farming Institute in China and is the President of the Sustainable Agriculture Initiative Platform (SAI P) with over 120 Food & Drink member Companies. ▶

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ANDREA FURLAN

Socio economic analyst, DG Agriculture and Rural Development at the European Commission



Andrea is a socio economic analyst in the European Commission - DG Agriculture. He is an expert on agro environmental analysis and indicators for policy steering, with an experience of around 20 years in an Italian Region and in the Commission. His main professional interest is about agro environmental practices and their measurement through indicators, monitoring and data management. ►

PASCALE GIRY

Director at Saint Louis Sucre France



Pascale Giry has been working in the sugar industry for more than 20 years. She is currently Director of Institutional Relations at Saint Louis Sucre and is active in the European and French sugar manufacturers associations, as well as in the French Beet and Sugar Interbranch Organisation. A graduate of Neoma Business School, Pascale worked a couple of years as a financial auditor for Arthur Andersen. She then became a financial communication adviser for a wide range of listed companies at Omnium (Havas group) before joining Saint Louis Group where she successively held the positions of Head of Financial Communication and Head of Institutional Relations. Saint Louis Sucre is part of the Südzucker Group, Europe's leading sugar producer and one of the top food industry companies, with 19 200 employees around the world. ►

GIOVANNI GUARNERI

President of the Italian Dairy Cooperatives at Alleanza delle Cooperative Italiane



Giovanni Guarneri, 46 years old, is married with Chiara, they have two sons Pietro and Davide. Guarneri is a dairy farmer with 400 cows and 250 hectares established in Lombardy - Italy. He leads his farm with his brother Giorgio. The dairy farm is member of the cooperative Fattorie Cremona - Plac, one of the most important producers of PDO cheeses such as Grana Padano. Guarneri is member of the administration Board of Fattorie Cremona - Plac. Since 2019, he is Head of the Office of the Italian Dairy Cooperatives. He is also member of the Administration Board of The Consortium for protection of Grana Padano PDO cheese and member of the Administration Board of The Consortium for protection of Provolone Valpadana PDO cheese. He takes part in the Milan Price Commission of Dairy Products. ►

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TASSOS HANIOTIS

Director, DG Agriculture and Rural Development at the European Commission



Tassos Haniotis is Director for “Strategy, Simplification and Policy Analysis” in DG Agriculture and Rural Development (DG AGRI) at European Commission. He previously held posts as Acting Director for Direct Payments, as Head of Unit in the Agricultural Policy Analysis and Perspectives Unit and the Agricultural Trade Policy Analysis Unit in DG AGRI, as Deputy Head of Cabinet of former European Commissioner for Agriculture Franz Fischler, and as Agricultural Counsellor in the European Commission’s Delegation in the US. With Ph.D. and M.S. degrees in Agricultural Economics from the University of Georgia in the U.S., and a B.A. in Economics from the Athens University of Economics and Business in his native Greece, Tassos currently represents the European Commission in the G20’s AMIS Group, which he Chairs for 2020-21. ►

TERO HEMMILÄ

CEO at HKScan Corporation



Tero Hemmilä M.Sc. (agr. econ.) is the CEO of the publicly listed HKScan Corporation. He represents international business leadership in the versatile food and agricultural industries. Tero Hemmilä has extensive experience in leading organisations in strategic transformation processes as well as in leading demanding development processes throughout the food value chain. Understanding evolving consumer and customer trends as well as applying their impact on the food industry is at the top of his agenda. Prior to HKScan, Tero Hemmilä has worked at Yara International, among others. ►

RICHARD HERBERT

Global Business Insight Director at Kantar



Richard Herbert is responsible for the development of global insight at Europanel working with international consumer datasets and with Europanel’s academic partners. He also acts as a consultant with many of Europanel’s major international clients on a wide range of topics. He has worked in FMCG market research for over 45 years and has extensive experience within consumer panels, custom research and retail panels. For more than 25 years he has worked internationally with many of the main FMCG global manufacturers and has been instrumental in setting up and running international Europanel projects on Brand Growth (BG20), Innovation, Private Label and Discounters. Richard has an Economics degree from the London School of Economics. He is British and based in the UK. ►

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BEATE HUBER

President FiBL Europe at FiBL



Beate Huber is president of FiBL Europe which represents the FiBL group with its strong research network on organic food and agriculture in Europe. She is further head of FiBL's Department on International Cooperation which promotes sustainable agricultural and marketing systems in developing and transitional countries in order to improve the well-being of poor rural households and to increase overall access to sufficient amounts of good-quality, fairly-priced food. This is achieved through research and market development projects. ►

JAN HUIJGEN

Farmer at Eemlandhoeve



Jan Huijgen/ born 1957 Holland, farmer and philosopher. Starting the Eemlandhoeve farm in 1993, Regional active in 1998 with the farmers/citizens rural landscape development, 2003 National active initiator of the Taskforce Multifunctional Agriculture, received in 2007 the European Mansholtprize award for renewing Agri-culture (together with Carlos Petrini Slowfoodmovement and Franz Fischler former EU commissioner) 2008 European Eemland Conference with the Versatile Countryside, 2013 organizer of the Regional Foodspring in the midst of Holland - and now focussing on the Regional Food Strategy on the Eemlandhoeve/Mansholtcampus. ►

MARION JANSEN

Director at OECD



Marion Jansen is the Director of the Trade and Agriculture Directorate at the OECD. She previously held senior positions in the World Trade Organization, the International Labour Office and the International Trade Centre. Marion Jansen holds a PhD in economics from the Universitat Pompeu Fabra (Barcelona) and undergraduate degrees from the Universities of Konstanz, Passau and Toulouse. She has published widely on international trade and global economic governance and notably co-edited the volumes "Shared Harvests: Agriculture, Trade and Employment" and "Women Shaping Global Economic Governance". A German national, Marion Jansen grew up in the Netherlands. Next to German and Dutch, she speaks English, French, Italian and Spanish. ►

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JULIA KLÖCKNER

Federal Minister for Food and Agriculture Germany, Council Presidency



Julia Klöckner has been Federal Minister of Food and Agriculture since March 2018. After studying theology and political science and training as a journalist, Mrs. Klöckner worked first as an editor-in-chief before becoming a Member of the German Bundestag from 2002 - 2011. She worked as Parliamentary State Secretary in the same ministry from 2009 - 2011. In 2011 she switched to Rhineland-Palatinate and became chair of the CDU parliamentary group in the Land parliament. She is deputy chair of the federal CDU and chair of the CDU in Rhineland-Palatinate. ▶

LONNEKE KNIPSCHER

Lead Partner for the Supply Chain & Network Operations at Deloitte



Lonneke Knipscheer is the lead partner at Deloitte Consulting Netherlands for the Supply Chain & Network Operations service line. Lonneke had been designing and delivering International SCM and Procurement transformations, integrations and improvements programs for more than 24 years for large International Companies across different Industries. Lonneke also leads the Global Consumer Products Supply Chain community. Her experience is focused on leading Supply Chain and Sourcing and Procurement programs in areas of Network and Inventory Optimization, SCM & Warehouse (digital) Strategy, Transportation cost innovation and (Digital) Procurement diagnostic for Clients across Fast Moving Consumer Goods, Retail, Transportation and Lifesciences (and other Industries). She has also been a spokesperson for Deloitte on the Future of Food, and the impact of COVID-19 on the Supply Chain of Food Companies on multiple occasions. Her passion lies in value creation through Change, innovation and out of the box thinking with excellent collaboration. ▶

MACIEJ KRZYSZTOFOWICZ

Policy Analyst, Joint Research Centre at the European Commission



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BERND KUEPKER

Policy Officer, DG Energy at the European Commission



Being an agricultural economist by profession, Bernd Kuepker started his career as agricultural researcher dealing mostly with quantitative analyses and impact assessment of agricultural policy. After a year in the German Ministry of Finance he joined the Commission services in 2008. The first three years he worked for DG Agriculture and Rural Development before he moved to the Renewable Energy Unit of DG Energy where he is working on the renewable energy policy in the transport sector including EU biofuel policy. ►

GÉRALDINE KUTAS

Director-General at European Crop Protection Association



Géraldine Kutas took the reins of the European Crop Protection Association (ECPA) in September 2019. Before joining ECPA, she was head of international affairs at the Brazilian Sugarcane Industry Association (UNICA) where she was responsible for defining and leading the organisation's international activities becoming one of the key voices during the recently agreed EU-Mercosur trade deal. Previously, she worked for the meat industry as well as for intergovernmental organisations and the academia. Géraldine has over 15 years of experience in Public Affairs working in Belgium, France, Brazil, Costa Rica, the US and China. She brings a wealth of knowledge in agricultural and international trade policies, coupled with her passion for sustainability and fight against climate change. Géraldine holds an MA in Foreign Affairs from Georgetown University (Washington, DC) and a Ph.D. in International Economics from l'Institut d'Etudes Politiques de Paris (Sciences Po). ►

BARTHELEMY LANOS

Policy analyst, DG Agriculture and Rural Development at the European Commission



Barthélemy Lanos is a policy analyst at DG Agriculture and Rural Development, and member of the team producing the Medium-term Outlook for EU agriculture. He holds an MSc in Agricultural Economics of Agrocampus-Ouest (France). Before joining the European Commission, he has been working as an agro-economist at the Ministry of Agriculture in France as well as in the Food and Agricultural Organisation of the United Nations (FAO). His area of interests cover economic and trade analysis, global studies and food systems. ►

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ISABELLE LAURENCIN

Fund Manager at Triodos Organic Growth Fund



Isabelle Laurencin is Fund Manager of Triodos Organic Growth Fund, an evergreen impact Equity Fund providing patient capital to late stage ventures and mature businesses contributing to the Food transition in Europe (45mEUR size / 10 investments). Prior to joining Triodos in 2019, Isabelle set up a startup accelerator focused on sustainable innovations in the fashion industry for Plug and Play, Silicon Valley's most active VC. She has over 15 years' experience in Private Equity and Venture Capital and served in multiple Investment committees and Advisory boards at both FMO and PROPARCO, development finance institutions in the Netherlands and France. Isabelle is a board member of 5 investees of TOGF (Tipa, Beendi, Groupe Natimpact, Hari&co and Farmy) and an Advisor to the Circular Economy Club. Isabelle holds a Master from ESCP-EAP Business school. ►

COLINE LAURENT

Marketing Manager at Connecting Food



Coline is passionate about digital and sustainability. Experienced in marketing, she was the first employee to join Connecting Food in early 2018. She is now in charge of marketing and Communications for the company. ►

MARCELO LIMA

Policy and Markets Analyst, DG Agriculture and Rural Development at the European Commission



Economist and policy analyst in DG Agriculture and Rural Development - Governance of Agri-food Markets unit. ►

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NORBERT LINS

MEP, Chair of Committee on Agriculture and Rural Development at the European Parliament



MEP, Chair of the Committee on Agricultural and Rural Development. Norbert Lins MEP, has been the Chair of the Committee on Agricultural and Rural Development (AGRI) since his second mandate in the European Parliament in 2019. He was first elected as a member of European Parliament in 2014, where he was a member of the AGRI Committee and the Committee on the Environment, Public Health and Food Safety (ENVI Committee). Lins grew up on his family's farm in Southern Germany, hence he can relate well to the situation of farmers. Prior to that, Lins was a consultant for promotion of broadband from 2011 to 2014 and also worked as a personal assistant to the Minister of Agriculture, Rudolf Köberle, in the Ministry of Rural Affairs and Consumer Protection in Baden-Württemberg (2010-2011). Previously, he was employed in the regional council in Tübingen, Germany (2009-2010) and was head of the office for MEP Andreas Schwab from 2004 until 2009. Lins holds a Master degree in "European Administrative Management" from the University of Applied Sciences in Ludwisburg and Kehl, Germany. ►

AMPARO LOBATO

Head of Corporate Affairs, Kellogg Iberia at Kellogg Company



Current position at Kellogg Company since December 2012. Joined Kellogg in 2009 and has held different positions. Represents Kellogg in several Spanish and Portuguese trade associations. Previously worked at Interprofessional Organization of Egg and its Products (INPROVO), as Communications Director (2000-2009), advising, developing and executing the communication strategy of the sector. Holds a Communications Degree from the Pontifical University of Salamanca (UPSA). ►

JANNES MAES

President at European Council of Young Farmers



Jannes Maes is a dairy farmer from Flanders in Northern Belgium. Growing up on the family farm instilled in him a passion for agriculture. He later undertook agricultural studies in secondary school and at university level. While a student, he became a member of Groene Kring, the Flemish organisation for young farmers. This led to roles representing young farmers at local, regional, national and international level. He also started working on the family farm near the town of Aalter with his brother and father. Jannes has been a member of CEJA Board since 2015. He is currently completing his second mandate as President. ►

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RAPHAEL MARTINEZ

Director at Federation of Fruits and Vegetables Occitanie



WOJTEK MEJOR

Cooperative Representative at Dobrze Food Cooperative



Wojtek Mejor is an independent educator, organizer and activist living in Warsaw. He's involved in food activism, degrowth and the food sovereignty movement. He was actively involved in developing Poland's grassroot food cooperatives and community supported agriculture initiatives since 2009. ►

SINÈAD MORAN

Farmer at Talamh Beo, Gleann Bui Farm, Ireland



Sinead is a Natural Science Graduate with a Masters in Climate Change, Agriculture & Food Security. She is an organic farmer running a micro dairy with her partner in the West of Ireland. Their objective is to produce fair food, farmed in harmony with nature for a fair price. She is a core group member of Talamh Beo. ►

DANGIRIS NEKRASIUS

Economic and Policy Analyst, DG Agriculture and Rural Development at the European Commission



Dangiris Nekrašius is an analyst in the unit for Analysis and Outlook at the Directorate General for Agriculture and Rural Development of the European Commission. He studied in Vilnius University in 1995-2001 and holds a master's degree in economics. After his studies, he worked for the Lithuanian Agricultural Market Regulation Agency on the issues related to the EU accession. He has joined the European Commission in 2006 and worked in areas of agricultural trade policy analysis and agricultural relations with the ACP countries. Dangiris has moved to his current position in October 2020 and is dealing with sugar and biofuels outlook. ►

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SOPHIE PALLAS

Directrice Générale at Union des Oenologues de France



After beginning her career engaged in marketing and communication, Sophie Pallas joined the world of wine in 2000 with a degree in oenology (« Diplôme National d'œnologue », state diploma governed by the french law of 1955) from the University of Bordeaux. Mrs Pallas was then involved in a variety of experiences including wine making in France and in the Southern Hemisphere ; managing wine-producing territories ; planning wine events and handling press relations through her own company. From 2008 to 2018, she was the director of the international association, Oenoppia, gathering the main producers of oenological products in the world (additives and aids used in wine making) and providing scientific and industrial views in a variety of regulatory areas relative to wine. As a delegate representing an observer member, Sophie Pallas was involved in the scientific works of the International Organisation of the Vine & Wine (OIV) during 10 years. Since 2018, she is the director of Union des Œnologues de France. The Union works to promote the profession of oenologist and organizes major international wine competitions. Born in Bordeaux, Sophie Pallas studied in Paris at the University of Economic Sciences- Dauphine and she earned a management degree from the ESSEC business school. ▶

JACEK PODLEWSKI

President of Board at Grupa Fundacja Potulicka, Poland

We are a company that manages agricultural production in the area of over 7,000 hectares. additionally, we produce regional products (dairy and fish) from our own animals. We also provide services for local farmers based on our own facilities. We are a precursor and a very advanced user of modern precision farming techniques. ▶

STEPHEN QUEST

Director-General, Joint Research Centre at the European Commission



Stephen Quest is the Director-General of the Joint Research Centre (JRC) as of 1 May 2020. Prior to this, he was the Director-General of the Directorate-General for Taxation and Customs Union (TAXUD) and the Director-General for Informatics (DIGIT), driving the digital transformation of the Commission. His career spans more than 25 years in the European civil service, and has included work on the EU budget, social and environmental policy and four years as Assistant to the Secretary-General. As Director-General, Stephen is particularly focused on modernising organisational culture and promoting innovation within the Commission, both as regards the use of technology and empowering and involving staff in decision-making. He is particularly passionate about communication and the interface between policy and technology. ▶

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FLORENCE RANSON

Moderator at REDComms



Based in Brussels, with 30 years experience in communications and EU policy, Florence Ranson founded REDComms in 2018 to become an independent strategic communications adviser, trainer and event moderator. Her clients range from European institutions to private companies, including media and trade associations. Florence has been Chair of the Jury of the European Excellence Awards (communications) for over 10 years and is a founding member of the European Association of Communication Directors (EACD), where she was Managing VP for 10 years. She was awarded a 2018 ProPR Award for her contribution to the European communication profession. ►

FABIEN SANTINI

Deputy Head of Unit, DG Agriculture and Rural Development at the European Commission



Stephen Quest is the Director-General of the Joint Research Centre (JRC) as of 1 May 2020. Prior to this, he was the Director-General of the Directorate-General for Taxation and Customs Union (TAXUD) and the Director-General for Informatics (DIGIT), driving the digital transformation of the Commission. His career spans more than 25 years in the European civil service, and has included work on the EU budget, social and environmental policy and four years as Assistant to the Secretary-General. As Director-General, Stephen is particularly focused on modernising organisational culture and promoting innovation within the Commission, both as regards the use of technology and empowering and involving staff in decision-making. He is particularly passionate about communication and the interface between policy and technology. ►

MICHAEL SCANNELL

Deputy Director-General, DG Agriculture and Rural Development at the European Commission



Michael Scannell is Deputy Director General in DG Agriculture and Rural Development. He began work in the European Commission in 1991 as an economist in the Directorate General for Economic and Financial Affairs. He subsequently worked in the cabinets of Commissioners for Employment and Social Affairs and Health and Food Safety between 1995 and 2002, specializing in public health, agriculture, trade and food safety related issues. He took up a position as Head of Unit in the then DG SANCO in 2002 where he had responsibility for international relations in the food safety and animal health area, notably in the WTO and CODEX. He subsequently took up the position of Director of the Food and Veterinary Office in 2010 where he oversaw audits on safety related issues in the food and medical devices areas. He moved on to the position of Director for International Relations in DG SANTE in 2006 before moving to DG AGRI in 2018 as Director for Markets. In 2019, he was appointed Acting Deputy Director General and was confirmed in this position in July 2020. ►

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GIJS SCHILTHUIS

Head of Unit, DG Agriculture and Rural Development at the European Commission



KATRINA SICHEL

Master of Ceremony at Wit and Word Communications SRL



Katrina is a London-born, Brussels-based moderator with a degree in Modern Languages from Oxford University. As part of an eclectic career path spanning steel-trading in West Africa, to business development in the post-Soviet states, she spent four years as a Director and Head of Production of an award-winning broadcast PR company. Here, she put together news packages for the BBC, Sky News, ITV, Channel 4, AP and Reuters, interviewing well-known figures from the arts, sport, business and political arenas. Since 2008, Katrina has been moderating events in Brussels and across Europe covering diverse topics and allied policy areas. Alongside, until 2017, she managed the creation and roll-out across Europe of multimedia communications campaigns targeting the public, and diverse EU and national stakeholders. Katrina speaks fluent French, rusty Russian and a dash of German alongside her native tongue. ►

CRISTINA STRIBACU

Founder at LIA Extra Virgin Olive Oil at LIÁ



Cristina Stribacu is the Co-founder at LIÁ Premium Extra Virgin Olive Oil and EVP of Communications and International Strategy at Women in Olive Oil International Movement. Cristina Stribacu enjoys a variety of activities but she has a special passion for languages, because they facilitate communication, for art, because you can explore and express your deeper and wider self, for nature, because you can make contact with and respect yourself as a part of it. She has studied Italian language and art history and her entrepreneur spirit led her to found LIÁ Premium Extra Virgin Olive Oil which she runs together with her brother Konstadinos, an olive oil cultivator. Cristina believes that only by working hard and in a team can an entrepreneur achieve their goals. She considers the Best Monovarietal awards as the highest achievements of LIÁ. Cristina is a certificated olive oil taster and participates in international contests. She organises olive oil courses for schools, olive oil producers, chefs and olive oil enthusiasts sharing in this way the importance of the EVOO consumption and the values of the Mediterranean diet. Her last project “Master on Greek Olive Oil Varieties” –in collaboration with an international advisory board– aims to support a more sustainable olive oil agriculture, inspire olive oil producers in Greece to save olive oil biodiversity by cultivating native varieties and promote the importance of the EVOO consumption in our daily diet. Cristina is based in Messinia, Greece, and active worldwide. ►

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VINCENT THOEN

Public Affairs Manager at Ahold Delhaize



He joined Delhaize, a leading food retailer on the Belgian market and part of the Ahold Delhaize group in 2019. As a corporate and public affairs professional He engaged with policy makers on various policy areas affecting Delhaize as a retailer to secure its freedom to operate. Delhaize works closely with Ahold Delhaize PA teams in other EU countries to define, exchange and defend common themes and policy issues. By acting as a principal ambassador for the brand and manager of relationship to multiple stakeholders, He contributed to strengthening the corporate reputation and as well as realising the strategic objectives. ►

STAN TIBERIU DAN

Member of the Board of Directors at APPR



Tiberiu is a farmer in northeastern Romania. He operates 600 ha of arable land, while his parents work another 1000 ha. The main farming activity is in field crops: wheat, rapeseed, sunflower, maize, soybeans, and, in recent years, sugar beet. The family used to do, until recently, seed multiplication lots for sunflower, maize and rapeseed. He comes from a family of experienced farmers. He grew up on his parents' farm and in 2007 began working with them. He graduated in 2009 from the law school of Iasi University, and in 2010, from the faculty of agriculture also in his hometown, Iasi. In 2010 he started his own business in agriculture by renting land near his parents' farm. Tiberiu is a founding member and vice-president of ACCPT Iasi, a local agricultural association, and a member of the board of directors of the Romanian Maize Growers Association, one of the most dynamic farmer groups in Romania, which recently joined Copa-Cogeca. ►

ANNA TRETENERO

Farmer at Società Agricola HiWeiss Società Semplice



Anna Trettenero studied Agricultural Science and graduated cum laude from the University of Padua, Italy 1992. Scholarship: UC Davis 1989-90. Co-founder and managing partner of HiWeiss srl/GmbH innovative start-up. Plant based isolate protein production with patent pending process. Partner of HiWeiss farming operation: 100 Ha row crop farm in North Eastern Italy where Anna pioneered Conservation Agriculture since 2005. Co-founder and managing partner of 1MWe biogas plant, where thermal energy is re used for Alfalfa dehydration. Own engineering. ►

BIOGRAPHIES OF SPEAKERS

MARIJKE VAN SCHAGEN

Socio-Economic Analyst, DG Agriculture and Rural Development at the European Commission



Marijke VAN SCHAGEN is an agro-economist at DG Agriculture and Rural Development. She has been working at the European Commission since 2006 in several functions. She currently works as economic analyst in Unit C2 – Analysis and Outlook in DG Agriculture and Rural Development. Amongst her responsibilities are the short- and medium-term outlook of the wine and fruit and vegetable sector. ►

URSULA VON DER LEYEN

President of the European Commission



Ursula von der Leyen was Minister at federal level in Germany for more than 14 years and responsible for family, then labor and social affairs and later defence. In 2019, she was elected as President of the European Commission. As the head of the European executive, she has defined six headline ambitions for Europe for her mandate: a European Green Deal, a Europe fit for the digital age, an economy that works for people, a stronger Europe in the world, promoting our European way of life, and a new push for European democracy. ►

MARCEL WEBER

Managing Director Private Label Buying & Development at Rewe Group



Mr. Marcel Weber has been working for the REWE Group since 2005 in various functions within the category management and purchasing departments. As a member of the Management Board of REWE Group Buying GmbH, he is in charge of national and international private label purchasing and development and the sustainability of private label products. ►

BIOGRAPHIES OF SPEAKERS

JANUSZ WOJCIECHOWSKI

European Commissioner for Agriculture at the European Commission



Member of the European Commission since 1 December 2019, responsible for Agriculture. Lawyer; Attorney. Commissioner Wojciechowski grew up on a farm in Rawa Mazowiecka, a rural community in the Łódzkie region in central Poland. He holds a Master's degree in law, having graduated from the University of Łódź Department of Law and Administration. His professional career as a judge spanned different levels up to membership of the Supreme Court of Poland. From 1995 to 2001 he held the important post of President of the Polish Supreme Audit Office. From 2001 to 2004, he represented the Łódzkie constituency as a Member and also Vice-Marshall of the Parliament of the Republic of Poland – the Sejm. From June 2004 until May 2016, he served three terms as a Member of the European Parliament. He sat as a Member of the European Parliament's Intergroup on the Welfare and Conservation of Animals from his first term and from 2014 to 2016 he was President of the Intergroup. From May 2016 to November 2019, he was a Member of the European Court of Auditors. Commissioner Wojciechowski has been the author and co-author of five comments on the Polish Penal Code, as well as the author of more than 100 articles and publications on criminal law in various Polish legal magazines. He also writes on socio-legal issues. ►

MARTA ZULUAGA ZILBERMANN

Vice-President Government Relations EMEA, Cargill; Chair FEDIOL WG on Environment and Sustainability at Fediol



Marta Zuluaga Zilbermann is Vice President of Government Relations for Cargill in the EMEA region, leading the work of the team in designing and implementing government affairs and advocacy strategies for Cargill across the region. Marta represents Cargill in a number of EU industry trade associations and is currently Vice-Chair of the AmCham EU Agro-Food Committee, Chair of FEDIOL Environment Committee as well as Vice-Chair of COCERAL Food and Feed Safety Committee. Marta lives in Brussels and prior to joining Cargill she worked as consultant in European affairs both in the public and private sector. Marta obtained her Law and business degree at the Universidad Pontificia Comillas, ICADE, Madrid, and has an LL.M degree in European Law from the Institut d'Etudes Européennes, ULB, Brussels. ►

