

Venue:

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AIJN

EUROPEAN FRUIT JUICE ASSOCIATION

50th Anniversary Symposium



PROGRAMME

Sofitel Brussels Europe hotel

Tuesday, 24 June 2008

AIJN gratefully acknowledges the generous support of
Citrovita Votorantim, Tetra Pak UK & Ireland and GerberEmig Group Limited



1958-2008

AIJN 50th Anniversary Symposium

Sofitel Brussels Europe Hotel, Tuesday 24 June 2008

PROGRAMME

08:00	Registration and Welcome Juice, Coffee
09:30	Opening & welcome address Andrew Biles, AIJN President
09:50	The World and European fruit juice industry in data Robert Kay-Shuttleworth, Deputy Chairman CANADEAN, UK
10:20	The role of fruit juices in a healthy diet Theresa Nicklas, Professor Children's Nutrition Research Center, Baylor College of Medicine Houston, USA
11:00	Juice Break
11:30	The EU policy & strategy to improve healthy nutrition

Key legislation affecting fruit juices

Patrick Coppens, Manager Food Law
European Advisory Services (EAS), Belgium

Round table debate

Moderator: Guy Valkenborg, Director
European Advisory Services (EAS), Belgium

- **The view of the Commission**
Paola Testori-Coggi, Deputy Director General
DG SANCO, Belgium
- **The view of the European Parliament**
Dagmar Roth-Behrendt, MEP
Member of the Committee on the Environment,
Public Health and Food Safety,
European Parliament, Belgium
- **The view of a Member State: France (incoming EU Presidency)**
Francis Amand, Head of Unit Regulation and Security
DG CCFR, National Directorate for Competition Policy,
Consumer Affairs and Fraud Control Investigation, France
- **The Industry view**
Sue Gatenby, Nutrition Director
Pepsico-Tropicana UK & Ireland, UK

12:45 Lunch Break – Sandwich buffet

14:00

Where does our juice come from?

- **The Brazilian FCOJ supply chain: its complexity and challenges**
Ivan Marie Schuermans, Customer Service General Manager
Citrovita, Brazil

- **The supply chain for non-orange fruit juices**
David Fox, Chairman
British Fruit Juice Association
and Global Strategic Account Director
Cargill, The Netherlands

15:00

Long term challenges of raw material sourcing

Juan Podesta, Division Manager Food Processing Systems
FMC, USA

15:30

Juice Break

16:00

Sustainability in the fruit juice industry

Introduction by Leontine Gast, Director
The Terrace, The Netherlands

- **The industry objectives and initiatives**
Idwin Bouman, Chairman
SAI-Platform Working Group Fruit, The Netherlands
- **Challenges to the manufacturer**
Ernesto Brovelli, Manager - Horticulture, Processing & Ingredients
Innovation - Juice Center of Excellence,
Coca-Cola North America, USA
- **The role of packaging in sustainability**
Tetra Pak – Speaker to be announced
- **Partnership with a NGO, creating real impact on the ground**
Joke Aerts, European Coordinator
Rainforest Alliance, The Netherlands
- **Panel debate moderated by Leontine Gast**

17:30

Closing remarks from the AIJN President, Andrew Biles

19:00

Cocktail & Gala Dinner in Rubens' Castle, Elewijt

Shuttle service from the Sofitel to the castle as from 18:30

Round
table
debate