



Italian National Agency for New Technologies,  
Energy and Sustainable Economic Development



*Rappresentanza Permanente d'Italia  
presso l'Unione Europea  
Bruxelles*

## How traceability can unlock the potential of the agrifood sector in the EU

**Espace Banca Monte Paschi Belgio, Brussels  
Avenue d'Auderghem 22-28  
18<sup>th</sup> November 2015 – 10h00-13h30**

Traceability is a tool to improve food safety and to convey products' information to consumers. Its main aim is to exclude from the market unsafe or counterfeited products.

Traceability represents a key element for competitiveness; it acts as a lever to maintain the integrity of the supply chain and boosts the production and distribution of products whose value increases according to quality and origins of raw materials as well as of production, delivery and conservation processes.

Economic operators may introduce elements for traceability that can effectively contribute to the integrity of the supply chain. In this context, the progress in knowledge, processing systems and data integration plays an essential role towards an holistic approach to food traceability.

New EU rules on food labeling provide for mandatory information to consumers. This is to become an important element of competitiveness for market operators, especially when it reinforces the link between origin and quality, without representing an excessive burden on businesses.

In line with the open debate on food arising from EXPO 2015, and with the presence with of EXPO rapporteur of the European Parliament, MEP Paolo De Castro and, EXPO Commissioner General Bruno Pasquino, the proposed workshop is an opportunity to discuss the topic and provide an overview of current and future scenarios of traceability in Europe.

At the end of the debate a 100% traceable networking lunch - kindly offered by Rai com - will follow. It will be an opportunity for tasting special products with excellent label quality and authentic geographical information.

**With the kind support of:**





Italian National Agency for New Technologies,  
Energy and Sustainable Economic Development



*Rappresentanza Permanente d'Italia  
presso l'Unione Europea  
Bruxelles*

## DAY AGENDA

### 09:30 Registration

**Moderator:** *Lorenzo Robustelli* – EUNEWS Director

### 10:00 Opening statements

*Paolo De Castro*, Member of the AGRI Committee of the European Parliament

*Giovanni Pugliese*, Italian Deputy Permanent Representative, Italian Permanent Representation to the EU

*Bruno Pasquino*, General Commissioner of Expo Milan 2015

### 10:30 Setting the scene: The role of traceability for unlocking the potential of agriculture and food industries in the EU

*Massimo Iannetta*, ENEA, Head of Biotechnologies and Agroindustry Division

### 10:45 Traceability as a basis for food safety and consumer information: most recent developments at EU level

*Tim Gumbel*, EC DG SANTE, Directorate E, Deputy Head of Unit Nutrition, food composition and information

### 11:00 Coffee-break

### 11:20 Traceability as a tool to assist EU quality policy

*Michael Erhart* EC DG AGRI, Directorate B, Head of Unit Quality Policy

### 11:35 Research and Innovation in the agri-food sector: what's next

*Patrik Kolar*, EC DG RTD, Directorate F, Head of Unit Agri-Food Chain

### 11:50 Perspectives and challenges

*Paul Rooke*, President CELCAA, European Liaison Committee for the Agricultural and Agri-Food Trade

*Pekka Pesonen*, Secretary General COPA-COGECA

### 12:20 The contribution of research: a couple of best practices examples

*Giovanna Zappa*, ENEA, METROFOOD Project

*Paul Brereton*, FERA

### 12:50 The Italian Example: how media can contribute to the promotion of the traceability and food safety concept

*David Bogi*, Rai Com S.p.A, Head of Marketing and Business development

### 13.05 Questions & Answers

### 13.20 Concluding remarks

### Networking "Traceable" lunch

With the kind support of:

