



Official Participant

## Report Template for EU Events at EXPO

Event Title :	The future of the High Level Forum	Date:	30 June 2015
Event Organiser:	FoodDrinkEurope		
Event Target Group:	Decision-makers, partners within the food supply chain, press		
Rapporteur:	Mella Frewen	Email:	m.frewen@fooddrinkeurope.eu
<b>Event Concept</b>			
<p>This event was organised during the Food and Drink week. The following speakers addressed the session:</p> <ul style="list-style-type: none"><li>- <b>Elżbieta Bieńkowska</b>, European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs;</li><li>- <b>Luis Cantarell</b>, Executive Vice President Nestlé S.A., Zone Director for EMENA (Europe, Middle East and North Africa), and FoodDrinkEurope Board member.</li></ul> <p>The discussion was moderated by Ms Jacki Davis.</p> <p>Both speakers outlined the future of the High Level Forum for a Better Functioning Food Supply Chain (HLF).</p> <p>For the last 5 years, FoodDrinkEurope has been an active member of the HLF which brought together 4 Commissioners (Enterprise, SANCO, Internal Market and Agriculture), stakeholders from across the food chain as well as representatives from 21 EU Member States, to assist the European Commission in developing an integrated EU industrial policy for food and drink.</p> <p>Stakeholders have been calling on the Commission to renew the mandate of the High Level Forum to allow it to continue promoting and developing the competitiveness of the European food and drink agri-food chain, while also working towards the establishment of an efficient industrial policy, which is essential for the agri-food sector.</p> <p>On 2 June, the Commission Decision to renew the mandate of the HLF was published in the Official Journal. This session offered a prospective outline of what his future role could be.</p>			
<b>Expected Outcomes</b>			
<p>Raise awareness about the importance of the HLF in view of shaping industrial policy of the agri-food sector; Generate momentum in DG GROW, together with all the other DGs involved in policy areas which have an impact on the competitiveness of the agri-food sector.</p>			
<b>Main Conclusions</b>			
<p>All three Commissioners involved, Elżbieta Bieńkowska, (Internal Market, Industry, Entrepreneurship and SMEs), P. Hogan (Agriculture and Rural development) and V. Andriukaitis (Health &amp; Food safety), were keen to develop further the work of the 2012-2014 Forum, during which many projects and initiatives have been achieved.</p> <p>L. Cantarell stressed that the HLF was the best platform in Europe to develop joint actions based on joint visions. He also explained that the next HLF should be future oriented. 3 important changes compared to 2008 were highlighted: competitive retail environment, the digital revolution and increasingly negative perception of the processed food sector.</p>			
<b>What follow-up actions emerged from this event?</b>			

During the event, FoodDrinkEurope reiterated its commitments to the upcoming HLF.  
The food industry will send candidates to look for seats in the new HLF.  
This event will lead to further dialogue between the Commission and the food and drink industry in view of making the HLF a success for the 5 years to come.