



Official Participant

Report Template for Events at EXPO

organised in the frame of the Week of DG AGRI stakeholders' at Expo Milano

Event Title :	"How Maize will save the world"	Date:	7 th September 2015
Event Organiser:	European Confederation of Maize Producers (CEPM)		
Event Target Group:	Decision-makers, media, maize producers.		
Rapporteur (name and email address):	Camille Dehestru (cd@pacteurope.eu)		
Event Concept			
<p>A short introduction by Christophe Terrain, President of CEPM, followed by a conference-debate on the theme "How Maize will save the world" animated by geographer, writer and Sorbonne Professor Sylvie Brunel, author of "A loving geography of maize".</p>			
Expected Outcomes			
<p>The aim of the conference was to present maize under an appealing title – "How Maize will save the world" – aware that the plant can have a negative image. Far from being the product of financial schemes, maize is in fact the best anti-hunger cereal as it provides poor people with food that is easy, quick to grow and produces high yields. The future has many interesting developments in store for maize, particularly in terms of production and yields: will maize save the world?</p> <p>The aim was to challenge classic anti-maize clichés and produce a public debate with more constructive and evidence-based arguments. The aim of CEPM was also to hold a cross-sectoral civil dialogue across the maize value chain.</p>			
Main Conclusions			
<p>For CEPM, this event was very positive in several regards:</p> <ul style="list-style-type: none">• It showed recognition by the Commission of the representativeness of the organisation ;• Very constructive arguments were expressed during the debate, and the CEPM position received an echo with the decision-makers and fellow producers present at the event ;• It enabled CEPM members to debate in a prestigious location, including the visit of the EU Pavilion.			
What follow-up actions emerged from this event?			
<p>Publication and diffusion of a press release. Full-page article in the CEPM newsletter n°6. Half-page article in the CEPM Activity Report.</p>			