



European Food Forum Event  
"Dual food quality:  
How we can solve the problem together!"

Event Hosted by:

9 November 2020

MEP Asim ADEMOV  
MEP Cristina MAESTRE  
MEP Róza THUN

**Moderator:** Paolo Pisciella - Researcher Department of Industrial Economics and Technology Management, NTNU

Draft **PROGRAMME**

11:00 - 11:05	Opening Remarks: <b>MEP Asim ADEMOV</b>
11:05 – 11:15	<b>Nils BEHRNDT</b> <b>Director Consumers - European Commission - DG JUST</b> Dual quality what, where and why. Unfair Commercial Practices Directive 2005/29/EC: Member States implementation, Status and next steps
11:15 – 11:20	Comments from <b>MEP Róza THUN</b>
11:20 – 11:25	Q&A
11:25 – 11:35	<b>Rosen MALCHEV</b> <b>Bulgarian Food Safety Agency</b> Member State perspective: Challenges and opportunities
11:35 – 11:40	Comments from <b>MEP Cristina MAESTRE</b>
11:40 – 11:45	<b>Alexandra BENOVCISOVÁ, MA Third Secretary   Agricultural Policy Unit PermRep Slovak Rep. to the EU (TBC)</b> The experience in Slovak Republic
11:45 – 11:50	Q&A
11:50 – 12:00	<b>Joanna WOSINSKA</b> <b>PRO-TEST</b> The situation on the market: are consumers confronted with DQ food products?
12:00 – 12:05	Q&A
12:05 – 12:15	<b>Barbara BLOHBERGER</b> <b>CGA Director Central Europe – Mondelez International</b> How does the food industry guarantee consistent quality across markets?
12:15 – 12:20	Q&A
12:20 – 12:30	<b>Silvia CUGINI</b> <b>President ADOC Piemonte - Associazione per la difesa e l'orientamento dei consumatori and Coordinator of the EU Project "Empowering Consumer Organisations: towards a harmonised approach tackling dual quality in food products"</b> Empowering Consumer Organizations: Dual product quality across Europe: State of play and the way forward.
12:30 – 12:35	<b>Iulia LAZAR - InfoCons Asociatie Nationala pentru Protectia Consumatorilor, Romania</b> The consumers experience in Romania
12:35 – 12:40	Q&A with the participation of <b>Jiulia VIRTANEN "SAFE – Safe Food Advocacy Europe"</b>
12:40 – 12:50	<b>Fabian FECHNER</b> <b>Deputy Head of Brussels Office, Handelsverband Deutschland (HDE) – German Retail</b> What are open questions for effective solution of the problem?
12:50 – 12:55	Q&A
12:55 – 13:00	Conclusions by MEPs <b>ADEMOV, MAESTRE, THUN</b>