



Programme

Moderation: **Nick Andrews** - Senior Vice-President and Partner, FleishmanHillard

14:00 - 14:10 **Welcome introduction**
Mathias Adank
ESA President, CEO Zweifel Pomy-Chips AG

14:10 - 14:30 **High-level keynote speech**
Martin Seychell
Deputy Director General for Health, DG SANTE, European Commission

14:30 - 16:00 **Reconciling contrasting expectations towards
savory snacks**

Philippe Roux
Head of Unit Health Determinants, DG SANTE, European Commission

Ilaria Passarani
Head of Food & Health, European consumer organisation (BEUC)

Giles Quick
Director, Kantar WorldPanel

Roula Clerc-Nassar
Vice-President Insights Europe, PepsiCo

Networking coffee break

16:30 - 18:00 **Nudging consumer choice:
Are stakeholders ready?**

Virginie Rozière
Member of the European Parliament (S&D/FR), IMCO Committee

Nikolai Pushkarev
Policy Officer for Agriculture, Food, Alcohol & Tobacco, European Public Health Alliance
(EPHA)

Dr Eugenia Polizzi
Behavioural expert, Institute for Health and Consumer Protection of the
Joint Research Centre, European Commission

Robert Torck
Managing Director, Lorenz Germany
Member of the Management Board Lorenz Bahlsen Snack-World Holding GmbH

18:00 **Summary and Conclusion**
Sebastian Emig
ESA Director General