



Symposium chaired by

Frédérique RIES

Member of the European Parliament

Nikolaos SIFUNAKIS

MEP, Chairman of the Committee on Culture and Education

Under the high-patronage and in presence of

Markos KYPRIANOU

European Commissioner for Health and Consumer Protection



Conference moderator: **Alex PUISSANT**, Journalist

8:30 am

WELCOME

9:00 am

OPENING OF THE CONFERENCE



Frédérique RIES, Member of the European Parliament, rapporteur of " Promoting healthy diets and physical activity: a European dimension for the prevention of overweight, obesity and chronic diseases "

9:10 am

INTRODUCTORY SPEECH

Markos KYPRIANOU
European Commissioner for Health and Consumer Protection

9:30 am

ROUND TABLE N° 1

PREVENTING OBESITY THROUGH EDUCATION, PHYSICAL ACTIVITY AND CONSUMER INFORMATION

- What are the education, information and awareness raising actions for a more balanced diet and increased physical activity?
- A new approach to food and nutritional labelling?
- Which self-service products should be promoted in schools?
- How to work with all the stakeholders?

CHAIRPERSON

Nikolaos SIFUNAKIS, Chairman of the Committee on Culture and Education of the European Parliament

INTRODUCTORY SPEECH

Pierre MAIRESSE, Director of directorate Youth, Sport and Relations with the Citizen of DG Education and Culture of the European Commission

FOLLOWED BY A DEBATE WITH

Winfried BANZER, Member of the ENGSO (European Non-Government Sports Organisations))

Francesco BRANCA, Regional Advisor for nutrition and food security of WHO Regional Office for Europe


Margherita CAROLI, President of the ECOG (European Childhood Obesity Group)

Jean MARTIN, President of the CIAA (Confederation of the Food and Drink Industries of the EU)

Damien VERDIER, Director marketing and purchases group of Sodexo

10:45 am

SPECIAL INTERVENTION



Kim GEVAERT (*)
Gold Medal at the European athletic championships (100m & 200m outdoor 2006 and indoor 2007)

(*) to be confirmed

Interpreting will be provided into French, English, German, Greek and Dutch



11:15 am

ROUND TABLE N° 2

ENCOURAGING BALANCED DIETS THROUGH INCREASED CHOICES

- What commitments from the food industry regarding the development of well-balanced products?
- What are the barriers to balanced diets and healthy lifestyles?
- How is the food industry meeting consumer demand for more product choices?
- What are the barriers to product innovation?
- Towards a products regulation?
- What kind of research for a better nutritional quality of food?

CHAIRPERSON

Catherine GESLAIN- LANEELLE, Executive Director of EFSA (European Food Safety Authority)

INTRODUCTORY SPEECH

Lars HOELGAARD, Deputy Director General of DG Agriculture and Rural Development of the European Commission

FOLLOWED BY A DEBATE WITH

Bernard FOURNIER, General Secretary of Euro-Toques International

Marie-Laure FRELUT, Member of the IOTF (International Obesity Task Force)
Former President of the ECOG (European Childhood Obesity Group)

Jean-Louis GOURBIN, President and CEO of Bunge Europe

Hubert VILMER, Director of Flows Group in charge of Taste and Nutrition Program of Quick

01:00 pm

LUNCH

02:30 pm

ROUND TABLE N° 3

CURING OBESITY

- What screening?
- How to treat the consequences of obesity?
- What's new in surgical treatment?
- What results with drug treatments?
- What psychological support?

CHAIRPERSON

Antonios TRAKATELLIS, Member of the Committee for the Environment, Public Health and Food safety of the European Parliament

INTRODUCTORY SPEECH

Arnaud BASDEVANT, Head of the Medicine and Nutrition Department of Pitié Salpêtrière Hospital, professor of nutrition at the University Paris VI, Inserm unit U 755



FOLLOWED BY A DEBATE WITH

Jean-Paul ALLONSIUS, President of Honour of BOLD, the Belgian Association of Obese Patients

Liselotte KUEHN, Manager of Care Development of Centre for Family and Community Medicine of Stockholm

Michele O CARRUBA, Director of the Centre for Study and Research on Obesity of University of Milan

03:45 pm

ROUND TABLE N° 4

REGULATION OR SELF-REGULATION?

- For a High European Committee against obesity?
- For a tax on advertising budgets?
- In what priority sectors should Europe make laws?
- Can self-regulation provide an effective mechanism to drive responsible choice?
- How to improve consumer information?

CHAIRPERSON

Mojca DRGAR MURKO, Rapporteur on the regulation on flavourings and certain food ingredients with flavouring properties for use in and on foods (A6-0185/2007), member of the Committee on the Environment, Public Health, and Food Safety

INTRODUCTORY SPEECH

Robert MADELIN, Director General of DG Health and Consumer Protection of the European Commission

FOLLOWED BY A DEBATE WITH

Philip JAMES, Chairman of IOTF (International Working Group on Obesity)
Honorary professor of nutrition at the London School of Hygiene and Tropical Medicine

Jim MURRAY, Director of BEUC (European Consumers' Organization)

Sabine NAFZIGER, Director for Consumer Information, Diet and Health at CIAA (Confederation of the Food and Drink Industries of the EU)

Miguel PESTANA, Vice-President Global External Affairs of Unilever
Member of the executive committee of WFA (World Federation of Advertisers)

Jean van de PUT, Director Quality and Food Safety of Delhaize Belgium

Christian SIEBERT, Head of Unit of Competitiveness in the pharmaceuticals industry and biotechnology of DG Enterprise and Industry of the European Commission

05:00 pm

SYNTHESIS OF THE DAY'S WORK

Frédérique RIES, Member of the European Parliament

05:10 pm

CLOSING SPEECH OF THE CONFERENCE

Francisco GEORGE, Director General of Health from Portugal

Interpreting will be provided into French, English, German, Greek and Dutch

Practical information

Informations pratiques

Public Transport

Underground

Lines 1A and 1B

"Maalbeek / Maalbeek" Station

Line 2 "Trône / Troon" Station



Transports publics

Métro

Lignes 1A et 1B

Station "Maalbeek / Maalbeek"

Ligne 2 Station « Trône / Troon »

Symposium's venue

European Parliament, Brussels

Access: Altiero Spinelli (ASP) entrance Rue Wiertz, 60
Room ASP 3G3

In view of security checks at the European Parliament,
please bring this invitation and ID.

Lieu du colloque

Parlement Européen, Bruxelles

Accès : Entrée Altiero Spinelli (ASP) Rue Wiertz, 60
Salle ASP 3G3

Pour des raisons de sécurité propres au Parlement
européen, se munir de la présente invitation et d'une
pièce d'identité.

Registration

Registration fee: Free of charge

Price for lunch: 50 €

Price of published Proceedings: 23 €
(Proceedings will be published in English only)

Payment: By cheque to AGORA Europe
3 rue des Caves - 92310 SEVRES - France

By International transfer to Société Générale
62 Grande Rue - 92310 SEVRES - France
(International account number FR76 30003 02214
00020512416 47 - SWIFT code : SOGEFRPP)

By administrative transfer to Société Générale
Account n°00020512416

Inscription

Droits d'inscription : Gratuit

Prix du déjeuner : 50 €

Prix des Actes : 23 €
(Les actes seront publiés en anglais seulement)

Règlement : Par chèque à l'ordre d'AGORA Europe,
3 rue des Caves - 92310 SEVRES - France

Par mandat international à la Société Générale,
62 Grande Rue - 92310 SEVRES - France
(N° de compte international : FR76 30003 02214
00020512416 47- code SWIFT : SOGEFRPP)

Par mandat administratif sur le compte Société
Générale n°00020512416 (Code banque 30003
Code guichet 02214 Clé RIB 47 - Domiciliation Sèvres)

Date limite : Lundi 8 octobre 2007

Aucune inscription ne sera retenue après cette date.
Aucune confirmation écrite d'inscription ne sera adressée.
En raison du nombre limité de places disponibles, seules
les 160 premières inscriptions seront prises en compte

Annulation

Toute demande devra parvenir par écrit à AGORA
Europe au plus tard 10 jours avant le colloque.

Interprétation

Les débats seront interprétés en français, anglais,
allemand, grec et néerlandais.

Deadline for registration: Monday, October 8th, 2007

No registration will be accepted beyond this date
No written confirmation of registration will be sent.
Because of the limited number of seats available, only
the first 160 registrations will be taken into account

Cancellation

All requests need to be made in writing to AGORA
Europe at the latest 10 days before the symposium.

Interpretation

Simultaneous interpreting will be provided into French,
English, German, Greek and Dutch.

Inscription en ligne disponible sur le site www.agoraeurope.com
Online registration is available on the website www.agoraeurope.com



General Secretariat / Secrétariat Général

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1st European Parliamentary Symposium on Diet and Health

FIGHTING AGAINST OBESITY PROMOTING BALANCED DIETS AND ENCOURAGING PHYSICAL ACTIVITY

Form to be sent back
before
Monday, October 8th, 2007
AGORA Europe
Fighting against obesity

3, rue des Caves du Roi, F-92310 Sèvres
Tel : 00 33 (0)1 41 14 99 00
Fax : 00 33 (0)1 41 14 99 01
www.agoraeurope.com

Surname : First name : Date of birth* :
Company : Job title :
Address : Tel :
Postal Code : Town : E-mail :

Will be accompanied by : Surname : First name : Date of birth* :
Company : Job title :

- Will attend the symposium and will not attend lunch: x.....number of participants.
Because of the limited number of seats available, only the first 160 registrations will be taken into account.
- Will attend the symposium and lunch: **50 €** x.....number of participants.
(No reservation for lunch will be taken into account on the day of the symposium).
- Order for published Proceedings: **i.e.23 €** x.....number of copies.
(The proceedings will be published in English only).
- Encloses a cheque in favour of AGORA Europe.
- Payment by administrative transfer to Société Générale Account n°00020512416**
Specify name of main attendee as reference.

**FREE
INVITATION*****