

European Union Seminar on Standards for Agri-food products

18-19 May 2022, Johannesburg, SA



Dear Mr/Ms,

On behalf of the European Union (EU), we have the pleasure to invite you to participate in a **EU Seminar on Standards for Agri-food products**, to be held at **The Wanderers Club** conference venue in Johannesburg on 18-19 May 2022.

Join **Her Excellency Riina Kionka**, EU Ambassador to South Africa, the director for international affairs in the European Commission's DG Agriculture **Mr John Clarke**, South African government representatives and industry experts for valuable insights into the latest challenges and opportunities for boosting bilateral trade in agri-food products, including the EU's food safety and quality regime, Geographical Indications (GI) system and rules for organic products.

Open to importers, exporters, chambers of commerce, major retail chains, the HORECA sector, consumer organisations and media, give your business an advantage by joining interactive presentations, roundtable debate and product-oriented business sessions on the following categories:

- Cheese and dairy products
- Wines, spirits and beers
- Animal products: bovine meat, pork, processed meat
- Fruits and vegetables, olive oil

This event is being held over one and half days and will be moderated by **Mr Pete Goffe-Wood**. The first day will include interactive roundtables on the benefits of the implementation of the Economic Partnership Agreement between the EU and South Africa, followed by expert sessions about the EU's sustainability, food safety and quality policies, with the tasting of some of the finest quality EU food and drink products offered at the venue. We will end the day with a dynamic cooking show by the famous **Chef Katlego Mlambo** followed by a standing reception.

The second day will include sessions about organic farming and Geographical Indications, before moving into product-oriented sessions focusing on specific categories of products. Representatives of the EU Member States have prepared a showcase of diverse food and



beverage products to illustrate the merits of EU agriculture and their benefits to the South African consumers.

Please find attached the latest agenda to see the full seminar schedule.

Registrations should be made online via the link below before **11 May 2022**. Please note that the event is free of charge but can only host a limited number of participants and that registration will go through an approval process.

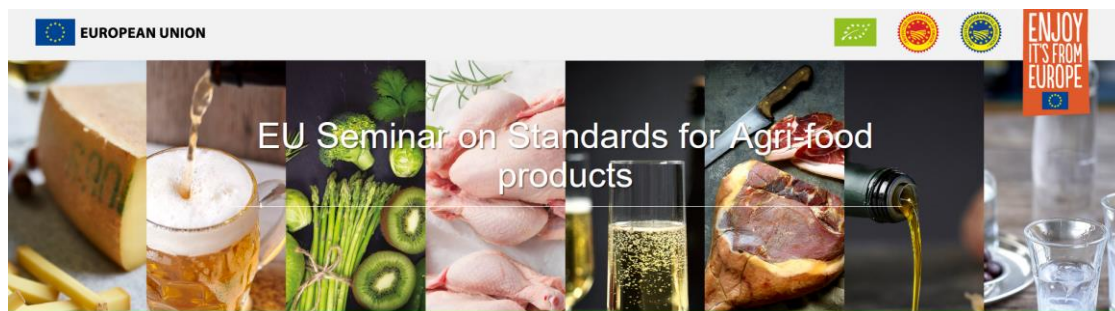
[Register here](#)

Registration deadline: 13 May 2022.

We look forward to welcoming you to this seminar on 18 and 19 May 2022!

Sincerely,
EU Organisation Team

INVITATION



Draft Agenda: EU Seminar on Standards for Agri-food products

18-19 May 2022

The Wanderers Club conference venue,
21 North Street, Illovo, Johannesburg 2196, South Africa

Master of Ceremony: **Mr Pete Goffe-Wood**

Wednesday, 18 May	
08:30 - 09:00	Registration and welcome coffee
09:00 - 09:30	<p>Welcome and opening</p> <p>Speakers</p> <ul style="list-style-type: none"> • Mr. Raul de Luzenberger on behalf of H.E. Dr. Riina Kionka, EU Ambassador to South Africa • Mr John Clarke, Director of International Affairs, DG Agriculture and Rural Development, European Commission • South African Government representative - tbc
09:30 - 11:00	<p>Round table debate "How to boost EU-South Africa trade in agri-food products? Benefits of the Implementation of the Economic Partnership Agreement between the EU and South Africa"</p> <p>Speakers from both the South African and the EU side will share their views openly to the public.</p> <p>Selected topics to be discussed:</p> <ul style="list-style-type: none"> • How the SADC - EPA will contribute to reinforce a two-way trade (experience learned from current EPA + expectations) • The debate should then focus on topics of AGRI interest, in particular opportunities for agri-food quality policies: GIs, Organics, SPS etc. • The impact of South African administrative, customs and regulatory framework for imported Food and food labelling • Trade environment in South Africa: administration and regulatory framework: SPS, TBT, customs, HACCP, regulation for private standards, possible barriers to trade • Specificities of the South African market: South African consumers trends & major challenges for exporters

	<p>Chairman/Mediator: Mr John Clarke, Director of International Affairs, DG Agriculture and Rural Development, European Commission</p> <p>Speakers to the Round Table:</p> <ul style="list-style-type: none"> • H.E. Mr. Han Peters, Ambassador of the Netherlands • Ms Pamina Bohrer, Vice President of the EU Chamber of Commerce and Industry of Southern Africa • Dr. John L. Purchase • Ms Matlou Setati, Executive: Food safety initiative, Consumer goods council of South Africa • Mr. Biandri Joubert International trade advisors • Mr. Georg Southey, Merlog Food, Executive committee member of the Association of Meat Importers and Exporters • Ms Liz Whitehouse, Managing Director Africa House 	
11:00 - 11:30	Coffee/Tea Break	
11:30 – 12:10	<p>Strengthening and transforming food systems: EU Farm to Fork strategy to accelerate the transition to a sustainable food systems</p> <p>Speaker: Mr. Ricard Ramon I Sumoy, Deputy Head of Unit “Policy perspectives”, Directorate-General for Agriculture and Rural Development, European Commission</p> <p>Q&A session</p>	
12:10 - 14:00	Lunch buffet with organic and GI products	
14:00 - 15:00	<p>EU food safety and quality system: overview of EU Legislative Framework on Food Safety, Animal Health and Plant Health</p> <ul style="list-style-type: none"> • Food traceability in the EU: How the EU ensures that food produced in Europe is safe and can be traced back • EU legislation on food information to consumers: labelling, nutrition declaration, nutrition and health claims • The EU as a single entity for international trade <p>Speaker: Mr Patrick Deboyser, Professor, European College of Parma</p> <p>Q&A session</p>	
15:00 - 15:15	Break	
15:15 - 17:15	<p>Room 1 – Safe and sustainable trade of animal products; animal health</p> <p>EU policies, regulations and standards and relevant enforcement</p> <ul style="list-style-type: none"> • Animal identification, traceability and animal welfare in the EU- • TRACES & RASFF • Official controls on animals and animal products in the EU - Speaker: 	<p>Room 2 – Sustainable plant-based food production and trade incl. to facilitate healthy diets</p> <p>EU policies and regulations: SPS systems, plant health, and impact on consumer</p> <ul style="list-style-type: none"> • The Phytosanitary System (Fruits and Vegetables) in the EU: How the EU ensures safety of its plants and plant products?

	<ul style="list-style-type: none"> • How the EU is tackling the global challenge of antimicrobial resistance? • EU animal health standards for the production and export of EU genetic material (bovine embryos/semen) <p>Speakers: Mr Sergio Pavon, International Officer, Directorate General for Agriculture and Rural Development, European Commission Mr Patrick Deboyser, Professor, European College of Parma Mr. Stéphane André, Policy Officer, Directorate General for Health and Food Safety, European Commission</p> <p>Q&A session</p>	<ul style="list-style-type: none"> • The EU Management System for Pesticides, Residues and Chemicals. • Official controls of plants and plant products in the EU • The positive impact of these rules on consumers health <p>Speakers: Mr. Harry Arijs, Deputy Head of Unit, Directorate General for Health and Food Safety, European Commission Mr. Stefano Messori, Policy Officer, Directorate General for Health and Food Safety, European Commission</p> <p>Q&A session</p>
17:15 - 20:00	Cooking show by Chef Katlego Mlambo Standing reception	

Thursday, 19 May	
08:30 - 09:00	Registration and welcome coffee
09:00 - 09:15	Welcome / policy framing EU speaker tbc
09:15 - 10:00	Geographical Indications - opportunities for EU-South Africa trade Speakers: Ms Letizia Gerli , International Relations Officer, Directorate General for Agriculture and Rural Development, European Commission Interested EU Member States representatives Q&A session
10:00 – 10:45	Organic farming - opportunities for international trade Speakers: Ms Elena Panichi , Head of Unit “Organics”, Directorate General for Agriculture and Rural Development, European Commission Interested EU Member States representatives Q&A session
10:45 - 11:00	Coffee/Tea Break
11:00 - 11:30	Team Europe Showcase of quality presenting the finest EU agri-food products on display
11:30 - 13:00	Business-focused presentations Room 1: Cheeses and dairy products Mr. Alexander Anton , European Dairy Association Room 2: Wines, spirits and beers Mr Ulrich Adam , Director General, spiritsEUROPE Mr Simon Spillane , Director – Communications and Public Affairs, The Brewers of Europe



	<p>Ms. Eva Sali, Policy Advisor, Copa Cogeca</p> <p>Room 3: Animal products: bovine meat, pork, processed meat products Speakers: Mr Paolo Patruno, Deputy Secretary General, The Liaison Centre for the Meat Processing Industry in the European Union (CLITRAVI) Ms Birthe Steenberg, Secretary General, Association of Poultry Processors and Poultry Trade in the EU (AVEC) Mr Karsten Maier, Secretary General, The European Livestock And Meat Trading Union (UECBV)</p> <p>Room 4: Fruits and vegetables, olive oil Ms Nelli Hajdu, Director Trade policy and business development Freshfel Europe Ms Teresa Pérez Millán, General Manager Interprofessional Spanish Olive Oil Organization</p>
13:00 - 14:00	Farewell lunch with organic and GI products