

## Session Structure and Organizational Guidelines

Conference session

### Smart Regulation & Innovation for EU Agriculture

Wednesday, 9 December, 15:00 – 17:00

European Parliament | PHS 4B001

#### Session Description

The AFCC and BBI JU are convinced that workable regulatory systems and science-based policymaking are the best guarantees for growth, investment, and innovation in the EU agri sector, allowing us to have a productive, sustainable, and resilient agricultural base.

#### Issues

During our panel discussion we would like to:

- Highlight sector examples that demonstrate the value of Innovation to help us improve food security, feed a growing population and transition towards a bio-based economy
- Discuss sector examples that provide clarity for investments, long term stability and joint financial commitment for the bio-based economy.
- Discuss sector examples and areas where we a policy shift is needed to prevent us falling further behind due to an overly cautious approach to the uptake of new innovative technologies.

#### Session Structure and Panellists

The session will be opened by the Host, who will present the speakers and the topic and give an opening statement (5 min.). Next, the Host will give the floor to the speakers for 10 min. statements. The Host will afterwards briefly present her own views and start a debate among speakers, followed by a Q&A with the audience. The Host will guarantee that there is enough time for discussions involving the audience with a final Q&A. Ten minutes before the end of the session, the Host will deliver closing remarks.

Prior to the Summit, each speaker is asked to provide an abstract of his intervention, if possible, and if needed one slide with the key message or up to 5 bullet points. The abstracts delivered by the speakers will help the MEP Host align the contributions from the speakers and the organisers to prepare the outcome of the Summit.

The panel partners, ECPA, Europabio and BBI JU, will brief the speakers accordingly.

The Host and speakers will convene ahead half an hour ahead of the panel for a briefing and run through on the day: Wednesday 9 December at 14.30.

## Host:

**Anthea McIntyre**, MEP

## Speakers:

**Rudolf Strohmeier**, Deputy Director General, Directorate General for Research and Innovation, European Commission

**Alexander Doering**, Chairman, Agri Food Chain Coalition (AFCC)

**Julian Little**, Communications & Government Affairs Manager, Bayer CropScience

**Philippe Mengal**, Executive Director of Bio-Based Industries Joint Undertaking (BBI JU)

**Shane Sutherland**, DG AGRI Cabinet, European Commission (TBC)

**Mella Frewen**, Director General FoodDrinkEurope

## Session Speakers Biographies

### Anthea McIntyre



Anthea McIntyre became an MEP in 2011, and serves on the Agriculture Committee. She wrote a report on "The future of Europe's horticulture sector - strategies for growth", which was adopted by the European Parliament in 2014, and is currently the rapporteur for the report on "The Regulation on Protective Measures against Pests of Plants", which is in trilogue negotiations between the European institutions.

Anthea is also the Conservative Employment Spokesman. In July 2014, she was elected as the European Conservatives and Reformists (ECR) Co-ordinator on the Employment & Social Affairs Committee in the Parliament and in July 2015 joined the Science and Technology Options Assessment (STOA) panel. She also chairs the ECR's Working Group on Better Regulation and Reshoring.

She is a successful business woman, and a Director of MCP Systems Consultants, an independent consultancy specialising in business intelligence systems. She is also a partner in the family's

agricultural small-holding and vineyard. She gained valuable experience as a Parliamentary Candidate in the West Midlands region – the heart of British manufacturing - and served for 8 years as a County Councillor.

### **Rudolf Strohmeier**



Since 2010 Deputy Director-General for Research & Innovation at the European Commission, responsible for the Research Programmes. He is Commission representative in most Joint Technology Initiatives of the EU with different industrial sectors and serves as the European Co-Chair of the Executive Committee of the International Group for Earth Observation (GEO).

After studies of Law and Economics, he joined the Bavarian Liaison Office to the Federal Government in Bonn and established the Bavarian Information Office in Brussels. Working in the EU-Commission since 1987, he was inter-alia serving in the Cabinets of President Prodi, Commissioners Schmidhuber, Fischler and Reding.

### **Alexander Doering**



Alexander Döring is an Agricultural Economist with a degree from the University of Bonn (1991). He has been Secretary General of FEFAC since 1994. As such, he represents the feed manufacturers at EU level.

Before joining FEFAC, he worked as European Affairs Manager at the Groupement of European Flour Millers, GAM and Northern European Rice Miller Association, NERMA, from 1992 till 1994, and as External Analyst at the European Commission, DG Agriculture, from 1991 till 1992.

He has a solid working experience with the EU institutions: participation in DGS SANTE & AGRI Advisory & Civil Dialogue Groups, EFSA stakeholders platform, FVO seminars & training workshops on Feed Hygiene, TAIEX workshops on Feed Safety management, as well as with international institutions: Codex Alimentarius Commission (observer membership), FAO, OIE. He's the Technology Committee Chairman of IFIF, the International Feed Industry Federation.

He's married to Susanne and they have 2 children.

### **Julian Little**



Julian has worked in plant science and crop production for over twenty years. With a PhD in Molecular Plant Pathology from the University of Wales, he joined Rhone-Poulenc as a plant biochemist working in both the

UK and France, and then in research project management in Aventis CropScience.

Julian switched to communicating science in 2002 and is currently the Communications & Government Affairs Manager at Bayer CropScience. Based in Cambridge, he deals with media, political and public enquiries on the subject of crop production, innovative plant breeding, together with more general issues surrounding pesticide use and sustainable agriculture. His role also covers policy and corporate social responsibility. He is Chair of the Agricultural Biotechnology Council representing the agbiotech industry in the UK, and the communication group at EuropaBio in Brussels.

### **Philippe Mengal**



Philippe Mengal is an engineer in chemistry and bio-industry with 25 years professional experience in management as CEO, Business development and R&D management.

From October 2013 to November 2014, he has been SCOT project Coordinator for GreenWin cluster. From June 2009 to February 2014, he was CEO of GreenWatt, a company which offers bio-waste to energy solutions..

Prior to this experience, business development & co-owner of Viaka, organic ready meals manufacturer.

From May 2006 to October 2007 he worked at Arthur D. Little Benelux Consultant and from June 2001 to April 2006 he worked for Puratos Group, a worldwide leader in food ingredients.

In 1997 he founded Hitex which develops biomass fractionation processes and produces new ingredients. Before this experience he worked as R&D Marketing Manager at Archimex, a company in the field of biomass & bio-waste fractionation and purification and at Separex, a company developing technologies of supercritical fluid and large scale chromatography.

### **Mella Frewen**



Director General of FoodDrinkEurope, representing Europe's largest manufacturing industry, since July 2007.

Mella Frewen's previous positions include Director for Government Affairs EMEA at Monsanto, dealing with agricultural biotechnology, conventional agriculture and agri-chemistry.

Prior to that, she was Director, International Relations for Cerestar, then Europe's biggest starch producer. From this role and her earlier ones in the Ferruzzi and Eridania Bégin-Say Groups stationed in Brussels, she

has a wide experience of relations with relevant International institutions, with the Institutions of the European Union and trade associations within the food chain, as well as with the agricultural and chemical sectors.

Ms Frewen has represented the Food Industry in the EU Commission's Advisory Committee on Arable Crops, in the Commission's Standing Committee on Renewable Energy and in the Commission's Advisory Committee on Non-Food and Textile crops. She is currently member of the EU Commission's High Level Steering Board for the European Innovation Partnership for Agricultural Productivity and Sustainability, and of the EU Commission's Scientific Steering Committee for EXPO2015. She is also member of several food industry-related Boards.

Ms Frewen is Chair of the ACEI (the Alliance for a Competitive European Industry) and Vice President of the OECD's Advisory Group for Responsible Business Conduct along Agricultural Supply Chains. She is Co-chair of the Supply Chain Initiative for fair business practices across the food chain.

She has worked in the Agri-food sector in Europe for 25 years. She has a Master of Science degree from the National University of Ireland, and completed a post-graduate course at the University of Brussels (ULB). She also holds a Harvard certificate on Agribusiness and an INSEAD certificate on International Operations Management.