



**FOR IMMEDIATE RELEASE**

**11 April 2016**

## **Europatat and Freshfel Europe's First-Ever Combined Annual Event on 2 June 2016 in Brussels will look beyond "business as usual"**

**Europatat and Freshfel Europe will jointly celebrate their first common annual meeting on 2 June 2016 in Brussels. Adhering to the European Commission work programme 2016, the common conference will be held under the theme "Not business as usual". The conference will review the upcoming challenges and opportunities for both sectors in light of a complex political and business environment. With a broad international line up covering policy and business perspectives, the associations will contribute to prepare both sectors for the future in an ever-disruptive environment.**

The potato and the fruit and vegetable sector are looking back on a decade full of changes. Changes, which were at times unexpected and which penetrated all dimensions of the business. The digital revolution has shaken the business on all layers: in the production, in the supply-chain and in the interaction with clients. But also topics such as increased security threats, the introduction of the Russian embargo, the search for market diversification, climate change, changing consumer behaviour, the ongoing debates about an end of Schengen and trade negotiations with uncertain results are keywords, which have become constant companions of the daily business decisions.

Successful business must learn how to manage these uncertainties and address these multifaceted challenges. Europatat and Freshfel Europe are therefore joining forces to explore strategies beyond the conventional paths – to use the sectoral synergies and to refocus both sectors sight on what is essential: good, healthy, nutritious products with a big potential.

Members of both associations will gain an exclusive outlook on the upcoming policy priorities given by high-level officials of the European Commission. Next to Ms. Maria Åsenius, Head of Cabinet of Trade Commissioner Malmström, we are glad to welcome Mr. Diego Canga-Fano, Deputy Director General at DG Agriculture and Rural Development; and Mr. Ladislav Miko, Deputy Director General at DG Health and Food Safety, who will highlight the Commission priorities in the field of trade, agricultural and promotion policy as well as quality and food safety.

But there is more to discuss about! A new phenomena is currently shaking both sectors: the new competitors are not the usual suspects anymore – but young, dynamic technology driven start-ups, who claim to have found the key to future business success. Franziska Krauskopf, Innovation Advisor at TrendOne and "Hello Fresh" CEO Thomas Griesel, will have a look on potentials and pitfalls of this

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technology-driven evolution. With an outlook on the TOP-10 Global Consumer Trends and the impact on the fresh produce and the potato sector, given by EUROMONITOR Global Consumer Expert Daphne Kasriel Alexander, we are sure to provide to our industries the right tools for successful management in disruptive times.

More information and registration can be found on our websites:

<http://www.europatatcongress.eu> and <http://www.freshfel.org/annual-event/index.asp>

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**Note to the Editors:**

**Europatat** is the European Potato Trade Association, representing the interests of the seed and ware potato traders in Europe. Europatat currently has over 40 members, including both companies and associations. For more information, contact the association at [secretariat@europatat.eu](mailto:secretariat@europatat.eu) or visit the association website [www.europatat.eu](http://www.europatat.eu).

**Freshfel Europe** is the European Fresh Produce Association, representing the interests of the fresh fruit and vegetables supply chain in Europe and beyond. Freshfel Europe currently has over 200 members, including both companies and associations. For more information, contact the association at [info@freshfel.org](mailto:info@freshfel.org) or visit the association website [www.freshfel.org](http://www.freshfel.org).

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