

Programme

13.30 Registration

14.00 Opening remarks

- **Maxime Bureau**, Chairman, AmCham EU
- **Bruce Zanin**, Minister Counsellor, United States Department of Agriculture

14.30 Panel 1: Principles & impact of risk communication

- **Dr. Laura Fernández Celemín**, Director General, European Food Information Council (EUFIC)
- **Roxane Feller**, Secretary General, Animal Health Europe
- **Dennis Landsbert-Noon**, Founder and Managing Director, Panda Communications
- **Dr. Magda Osman**, Reader in Experimental Psychology, Queen Mary University
- **Prof. Dr. Sylvia Wenmackers**, Research Professor, Philosopher and Physicist, Katholieke Universiteit (KU) Leuven
- Moderated by **Marie-Cécile Damave**, Head of Innovation and Markets, Agridées

15.45 Coffee break

16.15 Panel 2: Best practises of risk communication

- **Julie Girling**, Member of European Parliament, European Parliament
- **Dirk Hudig**, Secretary General, European Risk Forum
- **Sabine Jülicher**, Director, DG SANTE - Food and feed safety, European Commission

- **Mark C. Prescott, DVM**, Acting Regional Manager, United States Department of Agriculture -Animal and Plant Health Inspection Service-International
- **Prof. Dr. Ortwin Renn**, Managing Scientific Director, Institute for Advanced Sustainability Studies (IASS)
- Moderated by **Marie-Cécile Damave**, Head of Innovation and Markets, Agridéés

17.30 Concluding remarks

- **Marta Zuluaga Zilbermann**, Chair of AmCham EU's Agro-food Committee and Director of Policy & Government Relations, Cargill

18.00 Networking reception