



# **Bread Initiative Forum on EU Promotion Campaigns**

**25 June 2019 11:00am – 3:00pm**  
***Municon Conference Centre, Munich Airport***

## **PROGRAMME**

- 11:00**      **Welcome and introduction**  
Mr Marc Casier, President Bread Initiative
- 11:15**      **New Promotion Policy for Agricultural Products**  
Ms. Aleksandra Mecilosek, CHAFAA
- 11:40**      **Ongoing Campaign: NL/BE, "Bread from Europe – A Great Story!"**  
Ms Zsuzsan Proos, overall coordinator Bread from Europe campaign - Dutch Bakery Center, Netherlands
- 12:05**      **Ongoing Campaign: ES, "Buenos Días con Pan"**  
Mr Oscar Mozun, Tactics Europe
- 12:30**      **Lunch Break**
- 13:30**      **Discussion and Q&A**  
Moderated by Mr José María Fernández del Vallado, CEBP Secretary General, and Ms Susanne Döring, AIBI Secretary General
- 14:45**      **Concluding remarks**  
Mr Marc Casier, President Bread Initiative