

Join us at:

## EUROPATAT AND FRESHFEL EUROPE'S FIRST-EVER COMBINED ANNUAL EVENT

1-2 June 2016 – Brussels

Network with industry leaders at the annual European fresh produce and potato summit!

### **NOT BUSINESS AS USUAL:** Discover how to manage change in an uncertain world to remain successful

- Benefit from the unique opportunity to network with industry leaders from the potato and fresh fruit and vegetable sectors at the first jointly organised Europatat and Freshfel event
- Build uncertainty into your conventional planning strategy and explore new ways to address the multifaceted challenges facing our sectors today
- Learn how to anticipate and respond to changes driven by the technological revolution, climate change, a growing demand for sustainability, new trade patterns, demographic shifts and modern consumer behaviour
- Take advantage of the combined expertise of two major agricultural sectors in Europe to exchange views and best practices



## LOCATION: The Thon Hotel EU



Located in the European Quarter of Brussels within walking distance of Europatat and Freshfel's offices and the key EU institutions  
Rue de la Loi/Wetsstraat 75, B-1040 Brussels | [www.thonhotels.com](http://www.thonhotels.com)



# NOT BUSINESS AS USUAL

## PROGRAMME INCLUDES

- Keynote speech from the EU Commission
- Europe's response to sustainable development across the food chain
- Predictions and possibilities, presented by a leading futurologist
- The unpredictable evolution of markets and consumer expectations
- Video interviews with **Europatat** and **Freshfel** members

## PLUS

- Respective AGMs for **Europatat** and **Freshfel** members
- Networking cocktail, followed by a sit-down dinner for all delegates at the nearby Résidence Palace on 1 June

For full programme and speaker details, please visit:

[www.freshfel.org/annual-event](http://www.freshfel.org/annual-event)  
[www.europatatcongress.eu](http://www.europatatcongress.eu)

## SPONSORSHIP AND BENEFITS

Promote your organisation to **Europatat** and **Freshfel's** extensive network of industry leaders and decision makers. Demonstrate you share the voice of the sector.

All for a sponsorship fee of **€2,500** with multiple benefits:

- A full page, 4-colour advert in the **Europatat** or **Freshfel** Activity Report that will be widely distributed to industry players and decision makers
- Your logo on the conference banner and other event materials
- Your logo displayed on both the **Europatat** and **Freshfel** event websites
- Free participation for 2 delegates
- Company brochure placement on delegate tables/chairs

## FOR SPONSORSHIPS, CONTACT

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## REGISTRATION

Download your registration form via the respective **Freshfel** or **Europatat** event websites:



[www.freshfel.org/annual-event](http://www.freshfel.org/annual-event)  
[www.europatatcongress.eu](http://www.europatatcongress.eu)