

From: [OJALA Annukka \(CAB-KYRIAKIDES\)](#)
To: [CAB KYRIAKIDES ARCHIVES](#)
Cc: [REDACTED] [\(CAB-KYRIAKIDES\)](#); [REDACTED] [\(CAB-KYRIAKIDES\)](#)
Subject: FW: Kind speaker invite EU COM Stella Kyriakides 20NOV2020 /Madrid / Spain
Date: jeudi 23 janvier 2020 23:53:19
Attachments: [image003.jpg](#)
[2020 Speaker Invite EU COM Stella Kyriakides.pdf](#)
[Dairy Flash 15 - 2019 Vienna 2019 .pdf](#)
[image001.png](#)

invitation

From: [REDACTED]
Sent: Thursday, January 23, 2020 1:58 PM
To: OJALA Annukka (CAB-KYRIAKIDES)
Cc: [REDACTED] (CAB-KYRIAKIDES); [REDACTED] (SANTE); [REDACTED] (Valio Ltd); [REDACTED]
Subject: Kind speaker invite EU COM Stella Kyriakides 20NOV2020 /Madrid / Spain

Dear Annukka,

Thank you so much for our meeting earlier today – we really appreciated your time and the exchange with you and your colleague [REDACTED] (in cc).

We will be more than happy to follow up on dairy environmental sustainability and labelling topics related to the Farm to Fork strategy.

Please find enclosed the electronic version of the kind speaking invitation for EU Commissioner Stella Kyriakides (I also copy [REDACTED]) to give the key note at our Annual Convention in the morning of 20NOV2020 in Madrid.

Many thanks for considering this key note request,

we are for sure ready to adapt our program to best fit into the agenda of EU COM Stella Kyriakides and we would be very honored to have her as a key note speaker at our conference, to which we will also invite the Spanish Minister of Health.

Vive l'Europe et vive le lait

[REDACTED]
[REDACTED] EDA – European Dairy Association
[REDACTED] iation, www.euromilk.org, EU transparency register

42967152383-63

22 – 28, av Auderghem, 10 s

Tel: +32 2 [REDACTED] - Mobile: +32 [REDACTED]
[REDACTED] [@euromilk.org](mailto:[REDACTED]@euromilk.org) - www.euromilk.org

[?](#) [@EDA_Dairy](#) [@dairy](#) [REDACTED]

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connect to the world of dairy
President

Brussels, 23 January 2020
2020/001/EDA/AA-ch

EU Commissioner
Stella Kyriakides
European Commission
Berlaymont Building
200, rue de la Loi
B-1040 Brussels

via email: annukka.ojala@ec.europa.eu
cc: [redacted]@lactalis.fr

Kind speaking request:
EDA Annual Convention 2020, Friday, 20 November 2020 in Madrid (Spain)

Dear Commissioner Kyriakides,

In 2020, we will host our EDA (European Dairy Association) Annual Convention from 17 to 20 November 2020 in Madrid, Spain.

For our public conference, the **European Dairy Platform, on Friday, 20 November 2020** we can expect about 200 attendants from the European and global lactosphere.

I attach a 2 pages report on the 2019 edition of our Annual Convention for information. Last year, we had the pleasure to welcome MEP Norbert Lins, chair of the COM AGRI of the EP and MEP Alexander Bernhuber (COM ENVI). In 2018, our keynote speaker was EU Commissioner Phil Hogan and in 2017 EU Commissioner Cecilia Malmström joined our dairy convention.

We would be very grateful, if you would accept to be the keynote speaker in our first session on “How to keep Milk & Dairy essential for your life” on Friday, 20 November 2020 (scheduled from 10:30 to 12:30 - tbc).



connect to the world of dairy
President

Dear Commissioner Kyriakides,

with your ambitious objectives, both, in terms of a more sustainable agriculture within the Green Deal / Farm to Fork approach and in terms of a healthier Europe, it would be a key success factor for this session and for our conference, if your agenda would allow you to give a

20-30 minutes high level speech on your objectives and on your expectations vis-à-vis the European agri-food and dairy sector.

Please also note that our 'Welcome Evening' on Thursday, 19 November 2020 and our Gala Dinner on Friday, 20 November 2020 are two not to be missed events.

It will be a pleasure for our EDA [REDACTED] to define further details with you and/or your team, but, of course, I am also more than happy to exchange with you at your best convenience.

Vive l'Europe et vive le lait





Dairy Flash

#15 / 2019

21 October

The latest news about the world of dairy

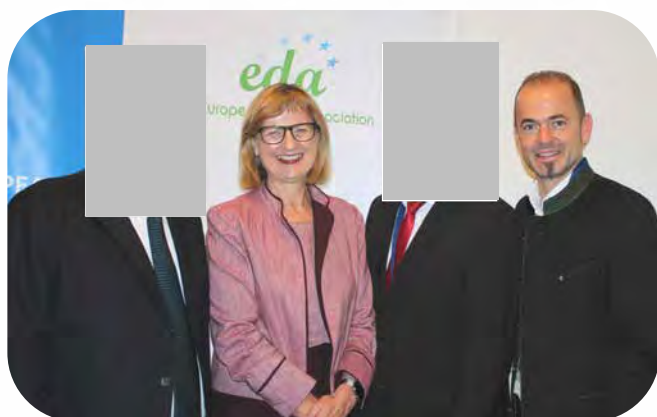


Over 150 dairy executives and experts joined us last week at our EDA / Assifonte Annual Convention 2019 in Vienna, Austria. Given the current changing political framework with newly elected European Parliament and forthcoming new European Commission, this year's conference was a timely opportunity to discuss how to continue "Shaping our Future European Dairy Landscape".



MEP Norbert Lins (Chair of the European Parliament Committee on Agriculture and Rural Development) with EDA

"Dairy is the most important sector in agriculture and present all over the Union" MEP Norbert Lins



EDA, Austrian Minister for Sustainability, Agriculture and Tourism, Maria Patek, VÖM and MP Josef Hechenberger

EDA with MEP Alexander Bernhuber (Austria), member of the European Parliament Committee on Environment, Public Health and Food Safety



"Agriculture and Dairy are key solutions to tackle climate change!" MEP Alexander Bernhuber



Session 2 panel: What's driving global dairy?

Left to right: [redacted] (University of Minnesota, USA), session 2 chair [redacted], [redacted] (NZ Permanent Representative at WTO) and [redacted] (Schreiberfoods Europe)



Session 3 panel: Where to position Dairy in today's consumer, B2B and retail world?

Left to right: moderator [redacted] (EDA), [redacted] (Royal Friesland Campina), [redacted] (Danone), [redacted] (REWE Austria), [redacted] (Bel Groupe GM Central Europe) and [redacted] (AMA-Marketing)

MEP Norbert Lins (Chair of the European Parliament Committee on Agriculture and Rural Development)

"For Agriculture and Dairy, the EU Green Deal will translate into a massive effort. That's why the CAP and its funding are vital for the Green Deal."



[redacted] (Berglandmilch)

"Our future Dairy landscape will be defined by public opinion, politics, new regulations, customers and before all, by consumers!"



[redacted] of [redacted] S.p.a. and Assolatte

"Different, private and voluntary nutrition labelling schemes by the industry led to a confusion for consumers: we need a common framework!"

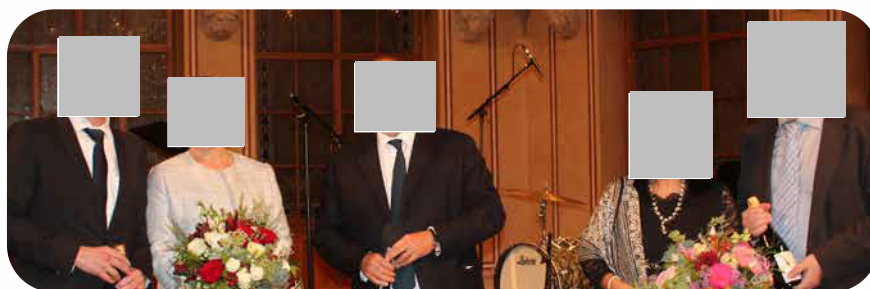
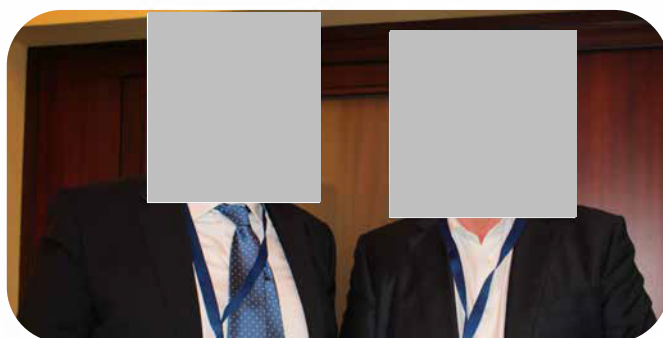


Check out IPM's report on our EDA Convention 2019!



"From 2008 to 2012, [redacted] (FrieslandCampina) led our trade association as President. Werner had the courage and power to trim the work of EDA on the green future of European Dairy and he started our strategic and operational focus on dairy sustainability. He built a strong basis for our dairy future in Europe and beyond", thanked [redacted] our outgoing [redacted]. *Dank u wel, beste* [redacted]

Transition in ASSIFONTE leadership – after 15 years of outstanding commitment, [redacted] (Rupp, Austria) handed over the ASSIFONTE presidency to [redacted] (St Paul, Belgium): "Processed cheese plays an important role in EU dairy – let's make sure that the voice of this traditional and modern-convenient cheese category is heard in Brussels and in Europe" *Herzlichen Dank, lieber* [redacted]



A huge thank you and "Vergelt's Gott" to [redacted] and [redacted] from our Austrian member VÖM !

Save the date...

EDA ANNUAL CONVENTION 2020
in Madrid, Spain

18-21 November 2020

**"Milk & Dairy:
Essential for Your Life"**



The Spanish team - from right to left: [redacted] (EDA Board member, Danone), [redacted] (Fenil), [redacted] (Fenil) and [redacted] (DG Fenil)