



# SPIRITS SUCCESS ABROAD

---

# MADE FOR TRADE

---

**PROGRAMME & BIOGRAPHY OF SPEAKERS**

**30 JUNE 2016 / EU THON HOTEL**



## PROGRAMME

17.00: Registration

17.30: Key note speech by **H.E. Mr Eloy Cantú Segovia**, Ambassador of Mexico to the EU

17.45: Panel Discussion

**Paul Skehan**, Director General - spiritsEUROPE

**Mauro Petriccione**, Deputy Director General - DG Trade

**Iana Dreyer**, Founder and Editor – Borderlex

**Ivan Menting**, Commercial Director - de Kuyper Royal Distillers

19.00: Cocktail Reception

## BIOGRAPHY OF SPEAKERS

---



**H.E. Mr Eloy Cantú Segovia,**  
**Ambassador of Mexico to the EU**

Eloy Cantú Segovia is a political man, a member of the Institutional Revolutionary Party and previously a Member of the Parliament and Senate before becoming Ambassador of Mexico to the EU and Belgium in 2015.

He graduated in law from the University of Monterrey and studied economics at the Monterrey Institute of Technology and Higher Education. He holds a Masters in Modern Methods of Public Management from the International Institute of Public Administration in Paris and a Doctorate in Constitutional Law from the University Paris II.

The Ambassador is Chairman of the American Continent Global Parliamentarians on Habitat, an organisation that is responsible for supporting national and regional housing policies and sustainable urban development alongside the Habitat Committee of the United Nations.

Mr Eloy Cantú Segovia has held several positions both at the Federal Government and regional level with the State of Nuevo Leon, working on economic development and immigration.

---



**Paul Skehan, Director General -  
spiritsEUROPE**

Paul Skehan joined spiritsEUROPE on 1 November 2011. Prior to that he acted as Director of the European Retail Round Table (ERRT) for 4 years and as Deputy Secretary General of EUROCHAMBRES for 10 years. Before joining EUROCHAMBRES, Paul worked as CEO of the Chambers of Commerce of Ireland, having spent several years before that in the Irish Industrial Development Authority – responsible for attracting, and developing industry in Ireland.

He has a Bachelor of Commerce degree from University College Dublin, and an MBA from UBI/Mercer University.



**Mauro Petriccione, Deputy Director  
General - DG Trade**

Mauro Petriccione has been Deputy Director General of DG Trade since September 2014. After graduating in Law from the University of Bari, he moved to London in 1984, first as a Visiting Research Scholar at the Institute of Advanced Legal Studies and then as postgraduate student at the London School of Economics. Mauro obtained an LL.M. from the University of London in 1986. He worked as in-house Attorney for IBM Italy in Milan for a little less than a year, and joined the European Commission in September 1987.

Working in trade policy since then, he has covered a wide range of activities and negotiations (both multilateral and bilateral) across many areas: from trade defence to standards, investment, competition, WTO, dispute settlement, relations with Member States and the other European Institutions. Between 2004 and 2014, he was Director in charge of bilateral trade relations with the Americas (both North America and Latin America); the Far East (China and Japan), Australia and New Zealand and trade in services and investment.

---



**Iana Dreyer, Founder and Editor -  
Borderlex**

Political economist, analyst, and journalist Iana Dreyer writes on trade policy in particular but also on various geo-economic and business issues involving the EU's relationships with its neighbours and Asia. She is the founder and editor of Borderlex the news, analysis and intelligence website on EU trade policy. She has worked for many years in European think tanks that share her vision for a vibrant and open Europe including the Institut Montaigne in Paris, the GEM at Sciences Po in Paris, the European Institute for Security Studies, Notre Europe, and the Brussels-based European Centre for International Political Economy (ECIPE).

Iana has also worked with the Financial Times Business and published for the Wall Street Journal, Bloomberg Business Week, the European Energy Review, European Voice, among others.

Iana holds two Master's degrees, from the London School of Economics, and from Sciences Po in Paris



**Ivan Menting, Global Commercial  
Director - de Kuyper Royal Distillers**

Ivan Menting has been the Global Commercial Director of de Kuyper Royal Distillers since 1999.

After graduating in Law from the University of Tilburg in 1989, he started his carrier at the Royal Grolsch Breweries where he worked as Area Manager for Africa and Middle East and then Export Manager for Southern Europe.



---

rue Belliard 12, 1040 Brussels – [info@spirits.eu](mailto:info@spirits.eu)  
[WWW.SPIRITS.EU](http://WWW.SPIRITS.EU)