

spirits SUMMIT 2021

17 November

17.00 - 21.30

Residence
Palace
Brussels



spiritsEUROPE is pleased and proud invite you to the spirits SUMMIT 2021 which will be a hybrid event, except for the cocktail of course!

Amidst a challenging policy and economic environment, we will discuss with our guests how to achieve a sustainable, resilient recovery of the spirits sector and our value chain partners in hospitality and how our sector can make a difference in the pathway towards greater sustainability.

Come and join us live in the room or on screen on 17 November!



#spiritsSUMMIT

PROGRAMME OF THE DAY

16:30 Registration and Coffee

17:00 Spirits Summit 2021 - Hybrid event

Moderator: Florence Ranson, Head of RedComms

1st Session: The economic contribution of Europe's spirits sector: how can we achieve a sustainable, resilient recovery for the sector & for our value chain partners in hospitality?

- Ulrich Adam, *Director General of spiritsEUROPE*
- Adrian Cummins, *CEO of Restaurants Association of Ireland and Treasurer of HOTREC - Hotels, Restaurants, Bars & Cafés in Europe*

2nd Session: The EU's Code of Conduct on Responsible Food Business and Marketing Practices & the spirits sector's pathway towards greater sustainability

- Nathalie Chaze, *Director at the European Commission - DG SANTE*
- Michael Clancy, *CTO & Founder of Lough Ree Distillery in Ireland*

Closing speech: Mission sustainable growth: what our sector needs now to be successful in the future

- Christian Porta, *outgoing President of spiritsEUROPE & Managing Director, Global Business Development at Pernod Ricard*

18.30 ANNUAL COCKTAIL

Neat or on the rocks, discover our great variety of products served by passionate & professional bartenders, try mixing your own cocktail with the right measures, & enjoy the Spirit of Europe!

IMPORTANT NOTICE

Due to COVID-19 restrictions, only a limited number of participants will be allowed in the room. All registrations for physical attendance are subject to confirmation by the organizers of the event. By requesting physical attendance, you declare that you will be able to present a valid COVID Safe Ticket





Ulrich Adam has been Director General of spiritsEUROPE since January 2018

Prior to joining spiritsEUROPE, he was Secretary General of the European Agricultural Machinery Industry Association (CEMA) from 2013 until 2018.

Previously, he worked for 9 years in the Brussels office of the international consultancy firm Hill+Knowlton Strategies, advising a wide range of companies and associations on EU legislation, with a particular focus on EU policies in the areas of food, health and agriculture.

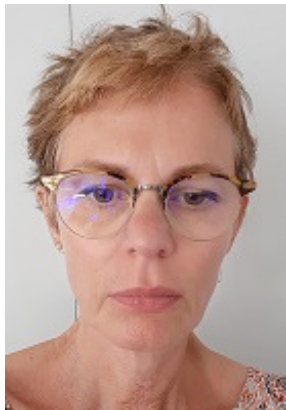
A German national, Ulrich holds a PhD and MPhil degree in History and Social and Political Sciences from Cambridge University (UK).



Adrian Cummins was appointed Chief Executive of the Restaurants Association of Ireland (RAI) in 2009. Adrian has significantly increased RAI membership as well as established a National Restaurants Awards program, in the form of The Irish Restaurants Awards. With a keen interest in politics and current affairs, Adrian has played a dominant role in lobbying for issues that impact the Restaurant Sector and in particular the cost of doing business and being an employer in Ireland. Adrian has been involved in the development and implementation of apprenticeships for the hospitality sector as an original member of the Steering Group for the development of a National Commis Chef Apprenticeship Programme and is the Industry lead for the Chef de Partie and Sous Chef apprenticeships.

Through his work in the RAI, Adrian also founded the annual Foodie Destinations Award - a competition highlighting and recognising the excellent food produce, restaurants, talented chefs and artisans and foodie destinations that the island of Ireland has to offer.

At European level, Adrian represents Ireland at HOTREC, the hospitality industry lobby group in the EU. Adrian has chaired the Food Taskforce since 2012 and in October 2016 was elected to the Executive Committee of HOTREC and has been treasurer since 2019 and is Chairman of Hospitality Europe, - Restaurants, Bars and Nightlife Working Group.



Nathalie Chaze is Director for 'Food sustainability, international relations' in the Directorate General for Health and Food Safety of the European Commission. From 2014 to 2019, she was Deputy Head of the Cabinet of the Commissioner for Health and Food Safety, Vytenis Andriukaitis. She has worked previously in the Directorate General for TRADE and was posted in the European delegation to the WTO in Geneva before joining the Directorate General for Health, Food Safety and Consumers to become Head of Unit for Health Systems.

She is a lawyer by training.



Michael Clancy is an Agricultural Engineer by profession. He has been in the Drinks Industry since 1998, first for 20 years as consultant to breweries, distilleries and spirits producers, with experience in new product, packaging development and sustainability.

He set up Lough Ree Distillery with family members in his hometown of Lanesborough, Co Longford, Ireland in 2018. They have successfully developed a portfolio of award winning Irish Gins, Vodka and Whiskies, with the latest offering, Bart's Irish Whiskey pioneering the use of the new e-label to provide product information to consumers.



Christian Porta became President of spiritsEUROPE in November 2017.

On 1 July 2018, Christian Porta was appointed Managing Director, Global Business Development of Pernod Ricard. Between 2013 and 2018, Christian was Chairman & Chief Executive Officer of Pernod Ricard EMEA / LATAM.

Christian started his career in Audit Services at Arthur Andersen, where he worked for four years before joining Pernod Ricard in 1988 as an Internal Auditor, following which he became Head of Financial Services at the holding. In 1994 he was appointed Finance and Administration Director at Pernod, before moving to London in 1998 as Managing Director of Campbell Distillers. In 1999 he was appointed Chairman and CEO of Orlando Wyndham, based in Australia, before moving back to London at the beginning of 2004 as Chairman and CEO of Chivas Brothers Ltd.

Christian is a graduate from ESCP Business School (Paris).