

TRADE REVIEW 2023

Launch Event



Programme

26 September 2023

78 rue de la Loi - Brussels



Personnal invitation- non transferable

Register online [here](#)



A SPIRIT OF AMBITION

Every year, we organise a trade event in Brussels to showcase our export performance, take stock of the latest developments affecting our members' trade activities and discuss how trade policy can support the continuous growth of our exports.

Many EU sectors, such as the spirits sector, tend to rely primarily on a limited number of traditional well-developed export markets (eg, the US, China & the UK, which collectively represent 56% of spirits exports in value). This significant concentration is a source of vulnerability, should these markets be affected by negative geopolitical or economic developments.

Already, sudden and repeated crises in the last years (COVID, the war in Ukraine, and rising inflation and production costs) have all tested our collective resilience, demonstrating that we cannot rely on just a handful of partners and markets for our exports (and sourcing options) and that risks are better managed when spread.

While replacing our established markets is neither possible nor desirable, greater diversification through new opportunities would strengthen our EU industry's resilience – focusing on emerging regions with high potential (India, ASEAN, Sub-Saharan Africa & Mercosur).

The panel discussion will focus on how we can best do this and how to address diversification opportunities through trade policy.

16:30 - Registration

17:00 - Opening

- **Welcome - Ulrich Adam**, Director General of spiritsEUROPE
- **Keynote speech - H.E. Pedro Miguel da Costa e Silva**, Ambassador of Brazil to the EU
- **Trade Review 2023** - Presentation by **Pauline Bastidon**, Director, Trade & Economic Affairs- spiritsEUROPE

17:30 - Panel Discussion

Moderator: Javier Garrido, Senior Consultant at SEC Newgate EU

- **Luis Carazo Jiménez**, Head of Unit for the Americas, European Commission - DG AGRI
- **Andrea Barbaria**, First Counselor and Trade Policy Coordinator, Permanent Representation of Italy to the EU
- **Alexandra von Tschirschky**, Director – Global Public Affairs, Jägermeister
- **Nelli Hadju**, Secretary General, The European Liaison Committee for Agricultural and Agri-Food Trade (CELCAA)

18:30 - Drinks Reception

20:30 - End

Biography of speakers

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).



Ambassador Pedro Miguel da Costa a Silva took up his duties as head of Brazil's Mission to the European Union on 5 August 2022.

He is a career diplomat, having graduated from the Brazilian diplomatic academy, the Rio Branco Institute, in 1991.

- From 1992 to 1996, he worked at the Division of Foreign Trade and Manufactures and took part in internship programs at the Embassy of Brazil in Caracas and at the Mission of Brazil to the United Nations in New York.
- Between 1996 and 2000, he served at the Permanent Delegation in Geneva, responsible for WTO and UNCTAD issues. During this period, he was a member of the WTO Textiles Monitoring Body (1998) and Chair of the WTO Committee on Market Access (2000).
- From 2000 to 2003, he headed the Economics and Trade Promotion sections at the Embassy of Brazil in Santiago.
- Between 2003 and 2005, he served as Head of the Economics and Energy Section at the Brazilian Embassy in La Paz. In 2005, he presented a thesis entitled "Petrobras in Bolivia: Consequences for Bilateral Relations and the Brazilian Foreign Policy" at the Rio Branco Institute's Advanced Studies Course.
- From 2005 to 2009, he worked at the Special Advisory Office of the Presidency of the Republic.
- He has also served as Minister Counsellor at the Brazilian Embassies in Madrid (2009-2014) and Ottawa (2014-2016). He returned to the Foreign Ministry in Brazil at the end of 2016, when he was named Director of the Economics Department.
- From January 2019 to July 2022, he was the Secretary of Bilateral and Regional Negotiations in the Americas. In this role, he was also Brazil's National Coordinator for MERCOSUR and Coordinator for the National Commission of the Amazon Cooperation Treaty Organization.
- From January 2019 to August 2021, he was a member of the Council of the ITAIPU Binational Hydroelectric Dam.



Pauline Bastidon is Director of Trade & Economic Affairs at spiritsEUROPE since June 2020. Within spiritsEUROPE, she leads on trade policy, covering all markets outside of the EU, both in terms of trade strategy, market access issues and trade negotiations, as well as horizontal issues, such as illicit trade and e-commerce. She is also Chair of FoodDrinkEurope's Trade Expert Group and Vice-Chair of the European Commission civil society dialogue on the international aspects of agriculture. Policy from Sciences Po Bordeaux, France and a Bachelor in Politics from Cardiff University, UK.



Biography of speakers

Prior to her role at spiritsEUROPE, Pauline was Head of Global and European Policy and Head of the Brussels Office of Logistics UK (formerly known as FTA), where she worked for five years. In that capacity, she was responsible for international policy, with a focus on trade facilitation and supply chain issues, representing the interests of the UK logistics industry, from logistics providers to retailers and manufacturers.

Prior to her role at FTA, Pauline worked for almost 8 years in trade associations in Brussels and London on a wide range of policy issues, from trade to regulatory and digital issues. She holds a Master Degree in European Policy from Sciences Po Bordeaux, France and a Bachelor in Politics from Cardiff University, UK.



Luis Carazo Jiménez, Agricultural Engineer from the Polytechnic University of Madrid and Master's Degree in International Trade, began working in the dairy sector and then moved to the Department of Agri-Food Promotion of the Spanish Institute of Foreign Trade (ICEX). Official of the European Commission since 1997, first on environmental issues and subsequently in agricultural policies, has been responsible for the markets for olive oil, cereals and sugar. He was Head of the Animal Production Unit for the period 2012-2019 and, since June 2019, has been responsible for agricultural trade relations with the countries of America.



After joining the Italian Diplomatic Service in December 2003, Andrea Barbaria worked for Italian Ministry of Foreign Affairs-MFA (Rome), within the Press Service and, subsequently, for the Directorate General of for Countries of Americas, from 2004 to 2008.

He was then posted to the Consulate General of Italy in New York (USA) where he worked from 2008 to 2012 as Vice Consul and, later, Consul. He was subsequently posted to the Embassy of Italy in Tehran, where he worked as Head of the Economic and Commercial Section.

Back to Rome - after a short assignment at the MFA (Directorate General of Italians abroad and Migratory policies) in 2016 - he was seconded as National Expert at the European External Action Service (EEAS), in Brussels, from 2017 to 2019.

Afterwards, he returned to the MFA by the end of 2019, where he worked at the Directorate General for Europe, as a Deputy Head of Division for the Balkans and then as Head of Unit in charge of Market access and Trade defence issues.

Since September 2022 he has been appointed First Counsellor at the Permanent Representation of Italy to the European Union, where he is the Coordinator for the Trade Policy Sector as well as the Delegate for the EU-USA Transatlantic Relations.

Andrea Barbaria has Master Degree in Communication Sciences (University of Turin, 2000) as well as a Master in Political Science (Sciences-Po, Paris, 2002).



Biography of speakers



Alexandra von Tschirschky, is Director Global Public Affairs at Mast-Jägermeister SE and has been with the German spirits company since 2006 in various roles within Global Corporate Communications and Business Development.

In her current role, she is responsible for political communications on a global and European level as well as regulatory affairs for more than 150 Jägermeister markets in terms of market access and all other target areas that impact the marketing and sales of spirits. In an additional role, Alexandra oversees the global compliance management of the Jägermeister Marketing Code.

Prior to joining Jägermeister, Alexandra was responsible for political communications at Pro Generika e.V., the association of generic and biosimilar medicine companies in Germany. In this role, she was responsible for the development of the association's external and internal communications in Berlin and Brussels.

She holds a Master's degree in Political Science and Government from the Free University of Berlin.



Nelli Hadju is the Secretary General of CELCAA - The European Liaison Committee for Agricultural and Agri-Food Trade since September 2022. CELCAA represents the most essential food sectors and their trading operations with commodities such as meat and livestock, dairy, cereals, grain, and oilseed trade, eggs, egg whites, and egg yolks, wine and aromatized wine products, hops, tea, and herbal infusions, tobacco, and the craft butcher sector. In that regard, CELCAA represents more than 25.000 agri-food traders, exporters, importers, distributors, and collectors in Europe. CELCAA focuses on agri-food imports and exports and the respective market access to priority countries, as well as increasingly on sustainability regulations as a new market access requirement for global agri-food trade.

Prior to her role in CELCAA, Nelli was the Secretary General of SHAFPE, - The Southern Hemisphere Association of Fresh Fruit Exporters, from 2020 to 2022. She further covered the trade dossiers for Freshfel Europe the European Fruit and Vegetable Association, from 2015 to 2022 as Director for Trade Policy, with a focus on trade facilitation, SPS, and market access.

She holds a postgraduate master's degree in European Governance from the College of Europe and a master's degree in political science and media science from the Goethe University in Frankfurt a.M., Germany.



Javier Garrido is a Senior Consultant at SEC Newgate EU with substantial experience in EU trade policy with a focus on agri-food. Javier supports non-EU companies on trade-related issues and the ratification of FTAs. He also contributes to the weekly trade newsletter #TradeViews. Previously, he worked with a business association from Brazil, managing the relations with EU stakeholders and following the EU-Mercosur negotiations.

€9 743 435 921

Export sales outside EU

€25.3 billion



Generated through VAT & Excise (EU+)*

1.2 million

EU JOBS IN PRODUCTION
AND SALES IN EU+*

31

NATIONAL
ASSOCIATIONS

11

LEADING INTERNATIONAL
COMPANIES

1 *Strong Common Network!*

*EU+ = UK, Norway and Switzerland



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