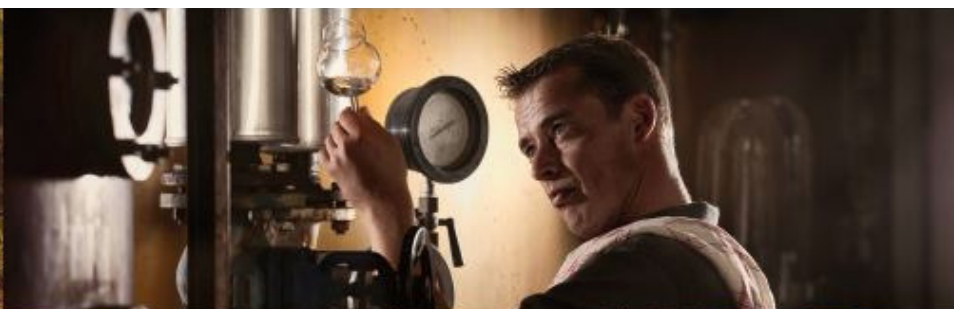




SPIRITS SUMMIT 2018 EUROPE: A SPIRIT OF AMBITION !

21 NOVEMBER 2018 | 17:00 | AUTOWORLD -
PARC DU CINQUANTENAIRE



PROGRAMME

Migration and refugees, rise of populism, trade wars, Brexit... the EU currently faces an array of unprecedented political and economic challenges. At the same time, the big "changeover year" of 2019 is looming, with all its uncertainties. As the European spirits sector, we however prefer to consider the glass half-full. Our sector has ambitious plans for sustainable growth in the coming years. In order to succeed, these plans should be matched and supported by an ambitious enabling policy framework in Europe. With this in mind - and in the wake of the current challenges - how can a strong spirit of ambition be instilled in EU policymaking? And what would an ambitious, forward-looking EU policy agenda for our sector look like?

17.00 Welcome by **Christian Porta**, President of spiritsEUROPE

17.05 **Keynote speaker: Günther H. Oettinger**, Member of the European Commission in charge of Budget & Human Resources
"EU 2019, a decisive year for our future"

17.20 **Maria Castroviejo**, Senior Analyst - Beverages - Rabobank
"Major trends and challenges driving the spirits sector in the years to come"

17.40 **Panel discussion moderated by Florence Ranson**

We believe in a united Europe governed by strong institutions that shape and devise ambitious policies supporting jobs & growth across Europe. With the end-of-term for the Commission and elections looming in 2019, panelists will provide their perspective of the last five years, the political changeover and the next term. They will also , discuss key questions around a seamlessly functioning Single Market, Brexit & future relationship EU-UK, global trade leadership, digitisation for all , etc.

- **John Clarke**, Director, Directorate A, DG AGRI - European Commission
- **John Kennedy**, President Europe, Turkey and India - Diageo
- **Angélique Delahaye**, Member of the European Parliament
- **James Crisp**, Brussels correspondent - Daily Telegraph

18.40 Closing remarks by Ulrich Adam, Director General - spiritsEUROPE

18.45 Annual Cocktail

21.30 End

Registration data, list of participants, pictures taken at the events are treated according to the GDPR rules.



BIOGRAPHY OF SPEAKERS



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.

After starting his career at Arthur Andersen in Audit Services for four years, he joined 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).



Günther H. Oettinger is a German politician and a member of the Christian Democratic Union (CDU).

From 2010 to 2014, he served the College of the Barroso Commission as Commissioner for Energy. In the Juncker Commission appointed in 2014, he first served as Commissioner for Digital Economy & Society until 2016 and as from 2017, as Commissioner for Budget and Human Resources.

He served as Minister-President of Baden-Württemberg between 2005 and 2010.

Since 2005, he is member of the Governing Board and Federal Executive Committee of the CDU.

Günther Oettinger studied Law and Economics at the University of Tübingen and worked as Lawyer and CEO of an audit and tax consultancy between 1984 and 2005.



Maria Castroviejo is a senior analyst at Rabobank's RaboResearch Food & Agribusiness, focusing in the European beverages industry.

She joined Rabobank in the Netherlands in 2005 where she has worked as industry analyst and credit risk specialist. Prior to that, she worked between 1991 and 2004 as equity analyst for several financial institutions in Madrid, London and Paris.

Maria holds a Business degree by Deusto Business School and is a member of the IEAF (Spanish Institute of Financial Analysts)



John Clarke is the Director for International Relations at DG Agriculture in the European Commission.

He was previously Head of the EU Delegation to the WTO and the UN in Geneva.

He joined the European Commission in 1993 as a trade negotiator.

From 1983 to 1993 John Clarke was an official of the Hong Kong Government, working in the team responsible for raising HK's standard of living and bringing it to developed country status by the late 1980's.



John Kennedy is President, Diageo Europe, Russia, Turkey & India and is a member of Diageo's global executive team.

He has held a variety of senior positions across the company including President Western Europe, Managing Director Ireland and Managing Director Canada.

John was previously President of IBEC, Ireland's leading business organisation and on the board of Social Entrepreneurs Ireland, an organisation focussed on fostering social innovation.

He also worked for Quaker Oats in the United States and Smithkline Beecham in England.

John was raised in New York and graduated from Duke University in 1986.



BIOGRAPHY OF SPEAKERS



Angélique Delahaye was elected member of the European Parliament in 2014. Member of the EPP, she sits in ENVI committee and is substitute in AGRI committee.

The career of Angélique Delahaye is clearly rooted in the French terroir where she started a farm with her husband in the 90's producing vegetables using reasoned farming. She has since been highly involved in a number of local, regional and national trade associations defending the interest of fruits & vegetables producers.

Due to her commitment to sustainable farming, Angélique Delahaye was involved in scientific discussion as member of the Board of Directors of CTIFL (Interprofessional Technical Center for Fruits and Vegetables) from 2007 to 2014. She was also co-chair of GIS PICleg (a scientific interest group for integrated vegetable production created by FNPL, INRA and CTIFL) between 2007 and 2012.

Since 2013, she is President of SOLAAL, Solidarity of agricultural and agri-food producers.



James Crisp is the Brussels correspondent for the Daily Telegraph, covering the EU, Belgium and Brexit.

Based in Brussels for the last seven years, James has also covered EU politics, climate change, energy, and financial services regulation for EurActiv, MLex, The Sun and the New Statesman.



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).



Florence Ranson started her career in Brussels as Project Manager for the European Commission, before becoming Secretary General of the European Advertising Tripartite. She also was Head of communications for 12 years at the European Banking Federation, before becoming Director of Communications for FoodDrinkEurope.

She founded REDComms in 2018 and works as an adviser in communications, a trainer and event moderator. Florence is Chair of the Jury of the European Excellence Awards and a founding member of the European Association of Communication Directors (EACD).

Florence was awarded a 2018 ProPR Award for her contribution to the communication profession. She regularly speaks at events and is a mentor to young professionals.



SPIRITS SUMMIT 2019

20 NOVEMBER 2019 | 17:00 | RESIDENCE PALACE

