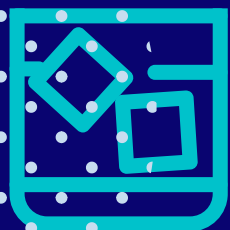


SPIRITS SUMMIT 2020



**A SPIRIT OF
RESILIENCE,
RECOVERY,
AND GROWTH**



**18 November 2020
17:00 to 18:30
Virtual event**

#spiritSUMMIT

SPIRITS SUMMIT 2020



With the COVID-19 crisis, Europe is facing a number of major challenges – many of which are also affecting the spirits sector: far-reaching restrictions in the hospitality sector – where 1 in 2 spirits are sold – and the dramatic declines in air travel and airport sales – where 1 in 5 spirits are sold – have had a profound, negative effect on distillers and their value chain partners and are putting at risk the one million jobs the sector supports across Europe.

How can EU policies best support the sector and its value chain partners in a time of crisis and pave the way to bounce back stronger? Looking at the eminent role of trade policy for the sustained export success of European spirits and the still untapped potential of digital innovation, the 2020 Spirits Summit will try to come up with some clear answers.

Come and join EU decision-makers, producers, friends and partners of the spirits sector to discuss how EU policies can help to strengthen the sector's resilience and support a subsequent return to growth.

Moderator: **Ulrich Adam**, Director General, spiritsEUROPE

17h00 Welcome & Introduction by **Christian Porta**, President of spiritsEUROPE

17h10 **David O'Sullivan**, Former EU Ambassador to the United States

Handling disputes among friends: what does the outcome of the US elections mean for the transatlantic trading relationship?

17h30 - Panel 1

The future of EU Trade Policy & how it can help to boost the recovery

Is the current EU Trade Policy toolbox sufficient to address protectionist tendencies and market access barriers, which are likely to increase in the current crisis? How can EU trade policy boost the recovery while also helping to advance objectives in other areas such as climate policy?

- **Ignacio Garcia Bercero**, Director, DG Trade - European Commission
- **MEP Marie-Pierre Vedrenne**, Vice-Chair of the INTA Committee of the European Parliament
- **Aoife Clarke**, Senior Director, Public Affairs -Beam-Suntory

18h00 - Panel 2

Europe's digital decade – how can the EU become a leader in digital consumer information?

In her State of the Union address, Commission President von der Leyen underlined the role of digital technologies to build a healthier, greener society. How can the EU deliver on this ambition? And what potential do digital consumer information schemes hold in this regard?

- **Claire Bury**, Deputy Director General, DG SANTE - European Commission
- **Agné Vezbergiené**, Consumer Products and Retail sector lead - Deloitte
- **Els Bedert**, Head, Product Policy - EuroCommerce
- **Bosco Torremocha**, Director General - Espirituosos España



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