

JOINT FRUCOM-CEEREAL EVENT

17-18 October 2024

Renaissance Hotel, Rue du Parnasse 19, 1050 Brussels

SPEAKERS' BIOGRAPHIES

OPENING



Ece DURUKAN

CEEREAL President, Head of Nutrition, Regulatory and Scientific Affairs at Cereal Partners Worldwide (Nestlé & General Mills)

Ece Nevra Durukan is a registered dietician graduated from Hacettepe University, having over 20 years of experience in the field of nutrition, regulatory, advocacy and communications across multiple categories and geographies including emerging markets. She is currently working as the Head of Global Nutrition, Regulatory and Scientific Affairs at Cereal Partners Worldwide Company, which is the maker of Nestle Breakfast Cereals and operates in 130 countries. She is the President of CEEREAL (European Breakfast Cereal Association) and a member of the EUFIC (European Food Information Council), EFAD and the Turkish Dietetics Association.



Olivier HOTTLET

FRUCOM President, Hottlet Frozen Foods

Olivier Hottlet was from 1991 until 2023 the Co-managing director of Hottlet Frozen Foods, a company-owned company importing frozen seafood and distributing it all over Europe. Since 2024 he is Chairman of the Board of this company. He is President of BELGAFOOD – the Belgian Food Products Importers' Association, and of FRUCOM – the European Federation of the Trade in Dried Fruit, Edible Nuts, Processed Fruit and Vegetables and Processed Fishery Products, the Board member of SIPA, the Seafood Processors' and Importers' Alliance, and of IAFI, the International Association of Fish Inspectors.

KEYNOTE SPEECH



Aurel CIOBANU-DORDEA *Director DG ENV, EU Commission, Circular Economy*

Since May 2022 he is the Director in charge of Circular Economy in the European Commission's Directorate-General for Environment. Between January 2014 and April 2022, he worked as the Director in charge of enforcement, cohesion and the European Semester in the same DG. Before that he was the Director for Equality in the Directorate-General for Justice since April 2011, in charge of equality and fight against discrimination, after having been the Director for Fundamental Rights and EU Citizenship within the same DG and in DG Justice, Freedom and Security since June 2009. He joined the



European Commission in 2009. He holds an LL.M. from the University of Illinois (US) and a Ph.D. from the University of Bucharest (RO).



Klaus BEREND

Director DG SANTE, EU Commission, Food Safety, Sustainability and Innovation

Dr. Klaus Berend joined the European Commission in 1994 and is currently Director for the Directorate Food Safety, Sustainability and Innovation in the European Commission's Directorate-General Health and Food Safety. Before, he was Head of Unit responsible for the implementation of the Pesticides and Biocides legislation in the same Directorate-General. Earlier, he was Head of Unit in the European Commission's Directorate-General Internal Market, Industry, Entrepreneurship & SMEs, in charge of the implementation of the EU Regulation concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH). Previously, he was Head of Unit in DG Enterprise & Industry, responsible for EU legislation on the Classification, Labelling and Packaging of substances and mixtures (CLP), Good Laboratory Practices (GLP), detergents, fertilisers, drug precursors, explosives and pyrotechnic articles. The Unit also dealt with the sustainability and competitiveness of the chemicals industry in the European Union. He was Deputy Head of Unit in the Commission's Directorate General for Environment, Unit Biotechnology & Pesticides, where he co-ordinated the work concerning biocides, plant protection products and the Community's participation in the Rotterdam Convention on Prior Informed Consent (PIC). He studied chemistry at the universities of Heidelberg, Freiburg, and Stanford, and obtained a PhD in polymer chemistry from the University of Freiburg (Germany).

FOOD SAFETY PANEL



Riccardo CALCAGNI

Co-chair FRUCOM working group, CEO Besana

Riccardo Calcagni entered in the family enterprise V. Besana S.p.A. in 1992, and soon became Purchasing Manager for raw materials, and successively Production Manager of the plant in San Gennaro Vesuviano (Naples/Italy). In 2002, he was nominated CEO of Besana Group. He was elected Chairman of the FRUCOM Dried Fruit and Nut Working Group in 2016. After the agreement between the Besana Group and the Spanish group Importaco in 2020 Riccardo was confirmed Besana CEO.



Frans VERSTRAETE

European Commission, Deputy Head of Unit, Directorate General for Health and Food Safety, Unit Food processing technologies and novel foods

Mr. Frans Verstraete graduated in 1985 as agricultural engineer at the University of Ghent (Belgium). After his studies he held positions at the University of Ghent and thereafter at the Belgian Ministry of Agriculture and he was for a period technical adviser of the Belgian Minister of Agriculture. He is working for the European Commission since 1997. In the European Commission he has had various functions but since 2000 he is working at the Directorate General Health and Food Safety. He is responsible for the elaboration, development and management of the EU legislation concerning certain contaminants, in particular mycotoxins, in feed and food.



Rebeca FERNANDEZ

Director, Food Safety, Research & Innovation, Food DrinkEurope

Rebeca Fernández joined FoodDrinkEurope in September 2014. She is Director for Food Safety, Research & Innovation and deals with food safety and food science-related issues as well as relevant R&D projects to FoodDrinkEurope. She is also responsible for the support of the European Technology Platform (ETP) 'Food for Life'.



Tim GUMBEL

Deputy Head of Unit Official Controls, Directorate General for Health and Food Safety, European Commission

Tim Gumbel is Deputy Head of the Unit "Official Controls" in DG SANTE of the European Commission. Before his current assignment, he was, in DG SANTE, Deputy Head of the Unit responsible for food labelling, after four years as Assistant to the Deputy Director General and several years as desk officer in the Biological risks and Animal Health units. He joined the European Commission from the German Ministry of Consumer Protection, Food and Agriculture, where he worked in the Food and Veterinary Department. He is a lawyer fully qualified in Germany with a legal doctorate on a subject of competition law.

NUTRITION AND COMMUNICATION PANEL



Martina ZURLI

Nutrition and Communication Advisor, FRUCOM, Food Policy Advisor, CEEREAL

Martina Zurli is Nutrition and Communication Advisor at FRUCOM, where she is responsible for the monitoring and analysis of the European nutrition and health policy, the creation of visuals for science-based communication about sustainability and nutrition, promoting FRUCOM products' nutritional benefits through social media and website. She is a qualified Nutritionist and holds a Master's degree in food science and human nutrition. Martina also acts as Food Policy Advisor for CEEREAL.



Nina ELZER

Senior Manager Public Affairs and Communications CEEREAL

Nina Elzer is Senior Public Affairs and Communications Manager at the European Breakfast Cereal Association, where she is responsible for devising and implementing CEEREAL's advocacy and outreach strategies. Prior to that, she worked for various associations, including in advertising and internet infrastructure. As head of office of a Member of the European Parliament, Ms Elzer covered media policy issues and was responsible for press relations.



Samara STERLING

Research Director, The Peanut Institute

Dr. Samara Sterling, PhD, RD is a Nutrition Scientist with expertise in the use of plant-based nutrition for the prevention and management of chronic diseases. She serves as the Director of Research & Nutrition for The Peanut Institute where she leads scientific affairs, research protocols, grant management, media health communication, and is actively involved in regulatory issues and nutrition policy. She is also a principal investigator and director for clinical nutrition and lifestyle interventions focused on addressing issues surrounding nutrition and health equity. Dr. Sterling sits on the External Advisory Board for USAID Peanut Innovation Lab and is an Adjunct Professor of Vegetarian Nutrition at Andrews University.



Anna HJORT

Visiting researcher, Department of Life Sciences, Division of Food and Nutrition Science, Chalmers University of Technology, Sweden, Swedish collaborations to promote wholegrains

At Chalmers University of Technology, Anna is involved in the EU project SWITCH, which explores innovative strategies and technologies to facilitate the transition towards healthy and sustainable diets among EU citizens. In her talk, Anna will present how the SWITCH Food Hub in Sweden collaborates with the Swedish Wholegrain Partnership to increase awareness and consumption of wholegrains.



Phil GOWLAND

Commercial Director & Director of Health, Whitworths Ltd, NDFTA

Phil is a Member of UK Nut and Dried Fruit Trade Association (NDFTA) board of directors and Commercial Director and Director of Health at the UK's largest retail supplier Whitworths. Gowland was appointed Commercial Director of Whitworths where he focuses on three key areas of business growth, including the Whitworths brand, its customers' brands and the dried fruits, nuts and seeds category. In 2024, Gowland became Director of Health, leading Whitworths health strategy. Gowland previously held the role of marketing director with the manufacturer, having joined the business in 2014. Prior to that, he had worked for a wide range of consumer brands, most recently in strategic brand and innovation roles at Molson Coors and Britvic.



Elena HEMLER

Almond Board of California, Associate Director, Nutrition Research

Elena Hemler is the associate director of nutrition research at the Almond Board of California, overseeing the nutrition research program. In this role, she manages a broad portfolio of research projects contributing to the scientific evidence on the impact of almonds on human health. Elena has ten years of experience in public health and nutrition research in Latin America, Africa, Asia and the U.S. Prior to joining the Almond Board, Elena worked in healthcare technology and conducted nutrition research at the Harvard School of Public Health. She has published over 25 peer-reviewed publications in high-impact journals and holds a Master of Public Health in Global Health from Harvard.

SUSTAINABILITY PANEL



Burcu TURKAY

Global Head of Sustainability for Nuts, Olam food ingredients (ofi)

Burcu joined Olam International now titled ofi in 2017 as the Sustainability manager for hazelnuts in Turkey and Georgia. In 2020, she was appointed as the Global Head of Sustainability for Nuts responsible from hazelnuts, cashews, almonds, pistachios, and walnuts that are produced in multiple continents.

Burcu Turkey completed her bachelor's degree from both Boğaziçi University and State University of New York, Binghamton on Global and International Affairs, continued with Master's Degree on International Relations in 2010. She started her career in a nonprofit human rights organization titled Amnesty International as the Campaigns Coordinator between 2008-2012. She continued her career in various private sector companies as Corporate Social Responsibility Manager, Sustainability Manager between 2012-2017.



Kathy ROUSSEL

Head of Advocacy and Engagement, amfori

Kathy Roussel is amfori Head of Advocacy and Engagement. As a member of the leadership team, she contributes to building the organization strategy and is responsible for the implementation of the vision outlined for amfori by its members and the Board of Directors. Since she joined amfori, Kathy has been

successfully advocating for open and sustainable trade. Graduated in both Political Sciences and European Law, Kathy has more than 20 years of experience in Public affairs. In her past role, she was running the Brussels representation office of AHDB (Agriculture and Horticulture Development Board) and also acted as the Secretary General for the CDL, a European Platform of national agri-food promotion organisations (now merged with the ETPO, European Trade Promotion Organisation)



Irene MORENO

Importaco External Relations and Corporate Social Responsibility Director

Ms Moreno holds a Bachelor's degree in Psychology, and Postgraduate degree in Sustainability and Corporate Communication. She has been at Importaco for more than 10 years where she has designed and implemented the Corporate Communication and Sustainability strategy, leading the Social Compliance

Programme to address human rights in supply chain. Additionally, she has led the progress on initiatives on decarbonisation, reporting, and stakeholder management in Importaco.



Paolo MAZZEO

Senior Technical Manager, EFRAG

Paolo is a Senior Technical Manager at EFRAG. He is supporting the definition of the European standards for sustainability reporting, including the Standards for small and medium-sized enterprises and sector standards. He is working also on the definition of supporting implementation guidance to illustrate how the ESRS

requirements may be implemented. Paolo is an honours graduate in Economics from University of Salento - Italy, he also holds a master's degree in Sustainability Management. He began his professional career at KPMG as a manager and has a profound knowledge of the main sustainability reporting guidelines and frameworks. Paolo is a statutory auditor and has experience as a financial auditor, for statutory and non-statutory purposes, under both the Italian Accounting Principles and under the IAS/IFRS Accounting Principles.



Lebo MOFOLO

Trade and Sustainability Adviser, FRUCOM

Ms Mofolo joined the team of the Joint Secretariat of Agricultural Trade Associations (SACAR) in late 2020, as Trade and Sustainability Adviser, a function which she carries out in FRUCOM, and as the Secretary General of European Association of Sugar Traders (ASSUC). She is responsible the technical work on trade and sustainability policies, covering matters ranging from customs and trade agreements to due diligence and green claims, and provides the strategic and long-term planning for ASSUC's activities.