



# PROGRAMME

## Wednesday, 22 May 2024

12:30 – 16:00	<b>MARKET TOUR</b> (optional)
15:00 – 18:00	Registration
16:30 - 17:30	<b>AIBI GENERAL ASSEMBLY - AIBI MEMBERS / BY INVITATION ONLY</b>
18:30 – 19:30	<b>WELCOME ADDRESS BY THE HOST AND INTRODUCTION OF SPONSORS</b>
18:30 – 23:00	<b>WELCOME RECEPTION</b>

## Thursday, 23 May 2024

8:30 - 9:00	Registration
9:00 - 9:30	<b>Session 1 WELCOME</b>
9:00 - 9:15	S1.1 Opening speech by the <b>Georg Heberer</b> , AIBI President
9:15 - 9:30	S1.2 Opening speech by <b>Lutz Birke</b> , Head of the Department of Economics and Innovation, City of Hamburg
9:30 - 13:00	<b>Session 2 SUSTAINABILITY AND ENERGY</b> The sustainability of many industrial sectors is at stake and the bakery sector is significantly exposed to raw materials and energy tensions, but also to increasing societal expectations and major changes in the food chain. In this fast-moving environment, this session will take the audience along an inspiring journey, which will embrace practical, operational and strategic business aspects of sustainability.
9:30 - 9:40	S2.1 <b>MODERATOR AND SPONSOR OF THE SESSION INTRODUCTION</b> Moderator: <b>Cyrille Filott</b> , Global Strategist - Consumer Foods, Rabobank Sponsor introduction: <b>PURATOS, Pierre Tossut</b> , CEO
9:40 - 10:00	S2.2 <b>EU SUSTAINABILITY AGREEMENTS</b> <b>María Paz de la Cuesta de los Mozos</b> , Policy Officer, EU Commission
10:00 - 10:20	S2.3 <b>WHEAT CARBON FOOTPRINT AND AGRI FOOD CHAIN STRATEGIC DIALOG</b> TBC
10:20 - 11:20	<i>Networking break</i>
11:20 - 11:40	S2.4 <b>NAVIGATING A GREENER FUTURE: RETAIL'S SUSTAINABILITY ROADMAP AND VALUE CHAIN STRATEGY</b> <b>Els Bedert</b> , Product Policy & Sustainability Director, EuroCommerce
11:40 - 12:30	S2.5 <b>INDUSTRY LEADERS PANEL DISCUSSION</b> Moderator: <b>Cyrille Filott</b> , Global Strategist - Consumer Foods, Rabobank <b>Guido Vanherpe</b> , CEO, La Lorraine Bakery Group <b>Pierre Tossut</b> , CEO, Puratos <b>Michael Gutting</b> , Managing Director, Bindewald & Gutting Group <b>María Paz de la Cuesta de los Mozos</b> , Policy Officer, EU Commission <b>Els Bedert</b> , Product Policy & Sustainability Director, EuroCommerce
12:30 - 14:00	<i>Lunch and networking</i>
14:00 - 17:00	<b>Session 3 WORKFORCE AND DIGITALISATION</b> The succession of crisis has exacerbated a pressing need to attract and stabilise workforce in the bakery sector. The high overall economic activity and the evolving worker's profile and expectations require a deep and dynamic approach of this nowadays critical dimension of the business. This session intends to combine principles versus practical experience and tradition versus latest digital trends. The new competitive environment puts established experience at stake and calls for an open-minded reflection on the attractiveness of our sector and ways to master this.
14:00 - 14:10	S3.1 <b>MODERATOR AND SPONSOR OF THE SESSION INTRODUCTION</b> Moderator: <b>Kari Meltovaara</b> , Managing Director, Leipomo Rosten Oy / Board Member of AIBI Sponsor Introduction: <b>MECATHERM, Raymond Nogaël</b> , Vice-President Global Sales, Marketing, Business Development & Sustainability

14:10 - 14:30	S3.2	<b>THE SEARCH FOR MEANING IN WORK</b> <b>Pia-Maria Thorén</b> , Inspiration Director and Coach, Agile People
14:30 - 14:50	S3.3	<b>AI: EVERYBODY IS TALKING ABOUT IT, BUT WHAT DOES IT MEAN FOR YOUR BUSINESS?</b> <b>Cyrille Filott</b> , Global Strategist - Consumer Foods, Rabobank
14:50 - 15:30		<i>Networking break</i>
15:30 - 15:50	S3.4	<b>WORKFORCE CRISIS AND SOLUTIONS - AUTOMATION</b> <b>George Mavromaras</b> , Board Member, Bakehellas
15:50 - 17:00	S3.5	<b>INDUSTRY LEADERS PANEL DISCUSSION</b> <b>Sebastian Gooding</b> , CEO, Ditsch / Valora Group Management <b>Peter van den Berg</b> , CEO, Pandriks Group <b>Frank Kleiner</b> , CEO, Harry-Brot <i>Together with the keynote speakers of this session</i>
17:00 - 18:30		<i>Downtime and networking in the exhibition area</i>
18:30 - 18:45		<i>Change of location – transport organised</i>
18:45 - 23:00		<i>Gala dinner</i>

## Friday, 24 May 2024

9:00 - 12:30		<b>Session 4 INTERNATIONAL DEVELOPMENTS</b> While the global population is expected to reach 10 billion individuals by 2050, bread, as one of the most fundamental and traditional forms of human nutrition, has a pivotal role to play. Yet, this strong reality is so far poorly acknowledged amongst international bodies and institutions. Exports and developments beyond their traditional boundaries and types of products is a new reality for a growing number of industrial bakers, as well as the installation of capacity in third countries. This session will pursue the AIBI's objective to further tighten the links between the bakers' organisations and operators from the main global regions and pursue their joined aspiration for visibility at international level. Speakers will bring the audience through the cultural aspects of bread consumptions in the different regions and related market developments aspects.
9:00 - 9:10	S4.1	<b>MODERATOR AND SPONSOR OF THE SESSION INTRODUCTION</b> Moderator: <b>Jean-Manuel Lévêque</b> , Chairman, Novepan / Board Member of AIBI Sponsor Introduction: <b>LESAFFRE, Thomas Lesaffre</b> , Baking Marketing Director
9:10 - 9:40	S4.2	<b>BAKING IN A FRAGMENTED WORLD</b> <b>Peter Eitel</b> , Senior Manager, PWC Germany
9:40 - 10:00	S4.3	<b>EU</b>
10:00 - 10:20	S4.4	<b>USA</b> <b>Eric Dell</b> , President and CEO, American Bakers Association
10:20 - 10:40	S4.5	<b>LATIN AMERICA</b> <b>Irene Mínguez Pablos</b> , Global R&D Director, Bimbo Group
10:40 - 11:20		<i>Networking break</i>
11:20 - 11:30	S4.6	<b>SE ASIA</b> <b>Taipei Bakery Association</b>
11:30 - 11:50	S4.7	<b>SOUTH AFRICA</b> <b>Craig Binnion</b> , Executive Director, South African Chamber of Baking
11:50 - 12:10	S4.8	<b>AUSTRALIA</b> <b>Tony Smith</b> , Executive Officer, Baking Association of Australia
12:10 - 12:30	S4.9	<b>PLATFORM DISCUSSIONS ACROSS REGIONS</b> <i>All speakers</i>
12:30 - 14:30		<i>Farewell Lunch</i>
14:00 - 15:30		AIBI SOUNDING BOARD (Upon invitation)