
AIBI / FEB

Congress 2026

Where Tradition Meets Tomorrow

Nice, France
27 - 29 May 2026

Programme

TENTATIVE

14 May 2026

WEDNESDAY

27 May 2026

11:30 - 15:00 *FEB Walking Lunch and General Assembly*

13:30 - 15:00 *AIBI General Assembly*

12:00 - 18:00 *Free arrival and registration - Congress and Hotel*

15:00 - 18:45 **Market Tour (optional)**

Visit and overview of bakery positioning in retail and chain distribution in the Nice area.

19:30 - 23:00 ***Welcome Address, Introduction of Sponsors & Networking Dinner***

TENTATIVE

THURSDAY

28 May 2026

08:00 - 08:45 Breakout Session: Puratos

GLP-1 is re-shaping food habits

09:00 - 09:30 Session 1 - Welcome

S1.1 AIBI President Welcome

Jean-Manuel Lévêque - CEO, Novepan

09:30 - 11:30 Session 2 - A thriving Bakery business: getting acquainted with latest economic and consumer trends

This session intends to review developments in the bakery business, including firsthand figures and statistics about the sector, as well as insights into the latest consumer trends.

S2.1 Moderator introduction

Cyrille Filott - Global Strategist, Consumer Foods, Rabobank

S2.2 Sponsor introduction

Florianne Dudragne - Business Opportunity Manager, Baking with Lesaffre

S2.3 European Bakery Markets: Legacy, Disruption, and Future Opportunities

Ségolène Foissac - Gira Foodservice

S2.4 Transformation of the bakery-pastry sector in France

Nicolas Nouchi - Founder, Strateg'eat

S2.5 Industry leaders panel discussion

Jan Hertz (Lantmännen Unibake), Peter Deriemaeker (Puratos), Peter van den Berg (Pandriks)

11:30 - 12:00 *Networking break*

12:00 - 13:00 Session 3 - Sustainability at the core of bakery strategic agenda: the SWIE coalition of action

Together with its chain partners, the bakery sector embarked on an ambitious sustainability roadmap under the Sustainable Wheat Initiative Europe.

S3.1 Moderator introduction

Nele Van Malderen - Chair AIBI Sustainability Expert Group, LLBG

S3.2 Sponsor introduction

Pierre Tossut - CEO, Puratos

S3.3 Short recap of the initiative, where we stand today, next steps

Nele Van Malderen

S3.4 Learnings in the Transition towards Regenerative Agriculture

Hélène Flamand - Group Sustainability Manager, Puratos

S3.5 Coalition panel discussion

Guido Vanherpe (LLBG), Pierre Tossut (Puratos), Leonhard Gollegger (GoodMills), Christoph Büren (VIVESCIA)

13:00 - 14:30 *Lunch and networking*

14:30 - 16:00 Session 4 - Navigating Bakery into a new digital revolution era

The integration of digital and AI capabilities into operations and processes is becoming increasingly important for the bakery industry.

- S4.1** Moderator introduction
Dr. Diego Zunino - Associate Dean of Research, SKEMA Business School
- S4.2** Sponsor introduction
Raymond Nogael - President & CEO, MECATHERM
- S4.3** The Invisible Judges: How Online Reviews and AI Are Reshaping Business Reputation
Dr. Saverio Favaron - Associate Professor, SKEMA
- S4.4** The Authenticity Premium: How Tradition, Place, and Perception Shape Competition
Dr. Laura Dupin - University of Amsterdam
- S4.5** Interactive roundtable with AI experts
Dr. Saverio Favaron, Dr. Laura Dupin, Guillaume Duez (MECATHERM)

16:00 - 16:30 *Networking break*

16:30 - 18:00 Session 5 - International consumers and business trends

Adapting to consumer expectations, their behavioural and purchase evolution is a shared challenge for bakery business throughout the world.

- S5.1** Moderator introduction
Jean-Manuel Lévêque - CEO, Novepan / AIBI President
- S5.2** Sponsor introduction
American Pan - Jason Bowman
- S5.3** Internationalisation of the Bakery business
Cyrille Filott - Rabobank
- S5.4** The Global Baking Council: introduction and membership
Samantha Moore - VP Events & Programming, American Bakers Association
- S5.5** Platform discussion: leading trends across regions
Denise Lee (BAC), Dimitri Fraeys de Veubeke (CTAQ/CBQ), Samantha Moore (ABA), Howard Wang & Lisa Lin (TBA), Tony Smith
- S5.6** Signing ceremony of the Global Baking Council

19:30 - 23:00 *Cocktail & Gala Dinner on the French Riviera*

08:00 - 08:45 **Breakout Session: Lesaffre**

The LIFE concept: well-being for health-conscious consumers

09:00 - 11:15 **Session 6 - Nutrition and Health: a matter of corporate social responsibility and existential strategy**

Consumer and public policy megatrends are heading towards a more plant-based diet and health-conscious nutrition. As a cereal-based food, bread should be a natural choice, yet its consumption is declining. This session will address why and how to seize this opportunity.

S6.1 Moderator introduction

Mikkel Andersen - Global Category Manager & Health Lead, Lantmännen Unibake International

S6.2 Sponsor introduction

Philibert Savours - Pascal Philibert

S6.3 Setting the scene: WHAT, WHY + AIBI vision for Nutrition & Health

Mikkel Andersen

S6.4 Driving Whole Grain adoption throughout the Food Supply Chain

Caroline Sluyter - Chair of the Board, Whole Grain Initiative

S6.5 Consumer Perceptions & Scientific Realities: Putting an End to Preconceptions about Bread, Nutrition & Health

Léa Ribet & Sandrine Cuisenier - Lesaffre

S6.6 Industry leaders panel discussion

Didier Boudy (Melle Dessert), Andrew Pyne (Federation of Bakers), Caroline Sluyter (WGI)

11:15 - 11:45

Networking break

11:45 - 12:30 **Session 7 - Addressing the drivers of the bakery business future: how will we reinvent bakery?**

Which drivers for bakery business can we identify from the insights gathered over the congress? This session will bring the audience through an insightful take-home strategic basket.

S7.1 Moderator introduction

Didier Jans - AIBI Secretary General

S7.2 Industry leaders panel discussion

Peter Boone (Vandemoortele), Alessandro Angelon (Sammontana)

S7.3 Closing address by the AIBI President

12:30 - 14:30

Farewell lunch and networking