

## Meeting on the “EU Code of Conduct on responsible food business and marketing practices”

12 December 2023, 14.30 – 17.00, virtual via [WEBEX Meetings](#) (Web-streaming available)

### AGENDA

*Chair: Klaus BEREND, Director Food safety, Sustainability and Innovation, DG SANTE E*

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|----------------------|---|
| <b>14.00 – 14.30</b> | Open Webex  |
| <b>14.30 – 14.40</b> | Welcome and introduction by the Chair   |
| <b>14.40 – 14.45</b> | State of play on the Code by William Surman, Deputy Director-General FoodDrinkEurope                    |
| <b>14.45 – 15.00</b> | Results of the study on the mapping of commitments under the Code and reporting by M. Kuehnemund, IPSOS |
| <b>15.00 – 15.10</b> | Communication on the Code, M. Kuehnemund, IPSOS   |
| <b>15.10 – 15.40</b> | Discussion  |
| <b>15.40 – 15.55</b> | Link between the Code and the agri-food transition pathway by J. Lazaro Mojica, DG GROW                 |
| <b>15.55 – 16.05</b> | Boosting collaboration between larger players and SMEs in the value chain by H. D. Dage, DG GROW        |
| <b>16.05 – 16.35</b> | Discussion  |
| <b>16.35 – 16.55</b> | Questions and Answers   |
| <b>16.55 – 17.00</b> | Closing remarks by the Chair  |