

EUROPEAN PARLIAMENT - BRUSSELS

**FIGHTING AGAINST OBESITY:
PROMOTING BALANCED DIETS
AND ENCOURAGING PHYSICAL ACTIVITY**
1st European Parliamentary Symposium on Diet and Health

Symposium chaired by

Frédérique RIES
Member of the European Parliament

Nikolaos SIFUNAKIS
MEP, Chairman of the Committee on Culture and Education

Under the sponsorship and in presence of

Markos KYPRIANOU (*)
European Commissioner for Health and Consumer Protection

OCTOBER 18, 2007

(*) to be confirmed

DRAFT PROGRAMME

8:30 am WELCOME

9:00 am OPENING OF THE CONFERENCE

Frédérique RIES

Member of the European Parliament, rapporteur of 'Promoting healthy diets and physical activity: a European dimension for the prevention of overweight, obesity and chronic diseases'

9:10 am INTRODUCTORY SPEECH

Markos KYPRIANOU (*)

European Commissioner for Health and Consumer Protection

MORNING SESSION: PREVENTING OBESITY

**9:30 am ROUND TABLE 1:
PREVENTING OBESITY THROUGH EDUCATION, PHYSICAL
ACTIVITY AND CONSUMER INFORMATION**

- ✓ What are the education, information and awareness raising actions for a more balanced diet and increased physical activity?
- ✓ A new approach to food and nutritional labelling?
- ✓ What self-service products should be promoted in schools?
- ✓ How to work with all stakeholders?

CHAIRPERSON

Nikolaos SIFUNAKIS

Chairman of the Committee on Culture and Education of the European Parliament

INTRODUCTORY SPEECH

Odile QUINTIN

Director General of DG Education and Culture of the European Commission

FOLLOWED BY A DEBATE WITH

- Winfried BANZER
Member of the ENGSO (European Non-Government Sports Organisations)
- Francesco BRANCA
Regional Advisor for nutrition and food security of WHO Regional Office for Europe
- Margherita CAROLI
President of the ECOG (European Childhood Obesity Group)

- Jean MARTIN
President of the CIAA (Confederation of the Food and Drink Industries of the EU)
- Damien VERDIER
Director marketing and purchases group of Sodexo

10:45 am SPECIAL INTERVENTION

Kim GEVAERT (*)
Gold Medal at the European athletic championships (100m & 200m outdoor 2006 and indoor 2007)

**11:00 am ROUND TABLE 2:
ENCOURAGING BALANCED DIETS THROUGH INCREASED CHOICES**

- ✓ What commitments from the food industry regarding the development of well balanced products?
- ✓ What are the barriers to balanced diets and healthy lifestyles?
- ✓ How is the food industry meeting consumer demand for more product choices?
- ✓ What are the barriers to product innovation?
- ✓ Towards a products regulation?
- ✓ What kind of research for a better nutritional quality of food?

CHAIRPERSON

Niels BUSK (*)
Coordinator of the ALDE Group for the Committee on Agriculture and Rural Development

INTRODUCTORY SPEECH

Lars HOELGAARD
Deputy Director General of DG Agriculture and Rural Development of the European Commission

FOLLOWED BY A DEBATE WITH

- Bernard FOURNIER
General Secretary of Euro-Toques International
- Marie-Laure FRELUT
Member of the IOTF (International Obesity Task Force)
Former President of the ECOG (European Childhood Obesity Group)
- Jean-Louis GOURBIN
Chief Executive Officer of Bunge Europe
- Hubert VILMER
Director of Flows Group in charge of Taste and Nutrition Program of Quick

13:00 LUNCH

AFTERNOON SESSION: CURING OBESITY

02:30 pm ROUND TABLE 3: CURING

- ✓ What screening?
- ✓ How to treat the consequences of obesity?
- ✓ What's new in surgical treatment?
- ✓ What results with drug treatments?
- ✓ What psychological support?

CHAIRPERSON

Antonios TRAKATELLIS

Member of the Committee for the Environment, Public Health and Food safety of the European Parliament

INTRODUCTORY SPEECH

Robert MADELIN

Director General of DG Health and Consumer Protection of the European Commission

FOLLOWED BY A DEBATE WITH

- Jean-Paul ALLONSIUS
President of Honour of BOLD, the Belgian Association of Obese Patients
- Arnaud BASDEVANT
Head of the Medicine and Nutrition Department of Pitié Salpêtrière Hospital, professor of nutrition at the University Paris VI, unit Inserm U 755
- Liselotte KUEHN
Manager of Care Development of Centre for Family and Community Medicine of Stockholm
- Michele O CARRUBA
Director of the Centre for Study and Research on Obesity of University of Milan

03:45 pm ROUND TABLE 4: REGULATION OR SELF-REGULATION?

- ✓ For a High European Committee against obesity?
- ✓ For a tax on advertising budgets?
- ✓ In what priority sectors should Europe make laws?
- ✓ Can self-regulation provide an effective mechanism to drive responsible choice?
- ✓ How to improve consumer information?
- ✓ For a new approach of food and nutritional labelling?

CHAIRPERSON

Mojca DRCAR MURKO

Rapporteur of the ALDE Group of the Committee on the Environment, Public Health, and Food Safety

INTRODUCTORY SPEECH

Heinz ZOUREK

Director General of DG Enterprise and Industry of the European Commission

FOLLOWED BY A DEBATE WITH

➤ Philip JAMES

Chairman of IOTF (International Working Group on Obesity)

Honorary professor of nutrition at the London School of Hygiene and Tropical Medicine

➤ Jim MURRAY

Director of BEUC (European Consumers' Organization)

➤ Sabine NAFZIGER

Director for Consumer Information, Diet and Health at CIAA (Confederation of the Food and Drink Industries of the EU)

➤ Miguel PESTANA

Vice-President Global External Affairs of Unilever

Member of the executive committee of WFA (World Federation of Advertisers)

05:00 pm **SYNTHESIS OF THE DAY'S WORK**

Frédérique RIES

Member of the European Parliament

05:15 pm **CLOSING SPEECH OF THE CONFERENCE**

Francisco GEORGE

Portuguese General Director for Health