

Network with key opinion leaders from the European fresh, frozen and processed fruit and vegetable sectors



## FRUITS & VEGETABLES - HEALTHY AND SUSTAINABLE SOLUTIONS TO EUROPE'S FOOD CHALLENGES

Mark your calendars and hold the dates  
for Freshfel Europe and Profel's first-ever  
combined annual event

Europe faces spiraling obesity, an ageing demographic, population growth and climate change. Fruit and vegetables can play a key role in addressing these issues, delivering a healthy and sustainable diet, yet consumption has yet to realise its potential, creating new opportunities for the fruit and vegetable industry to design a new process to drive the business forwards.

The question 'How can we increase fruit and vegetable consumption in

Europe?' will be addressed by a selection of distinguished experts on nutrition, sustainability and marketing. A panel discussion with key policy members will debate the future of the industry on the basis of the joint declaration of the sector to boost fruit and vegetable intake.

A conference dinner, together with networking breaks and lunch, will provide the opportunity for informal discussions and business contacts.

## LOCATION: The Thon Hotel EU



Located in the European Quarter of Brussels within walking distance of the key EU institutions

Rue de la Loi/Wetsstraat 75, B-1040 Brussels | [www.thonhotels.com](http://www.thonhotels.com)



## PROGRAMME

Full speaker details to be announced shortly

## PLUS

- AGM for **Freshfel** members
- Networking cocktail and standing dinner reception for all delegates at a nearby venue on 19 June

## SPONSORSHIP AND BENEFITS

Promote your organisation to **Freshfel** and **Profel**'s extensive network of industry leaders and decision makers\*. Demonstrate you share the voice of the sector.

All for a sponsorship fee of **€2,500** with multiple benefits:

- A full page, 4-colour advert in the Freshfel Activity Report that will be widely distributed to industry players and decision makers\*
- Your logo on the conference banner and other event materials
- Your logo displayed on both the **Freshfel** and **Profel** event websites
- Free participation for 2 delegates
- Company brochure placement

\* Freshfel members

## FOR SPONSORSHIPS, CONTACT

Linda Bloomfield  
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### REGISTRATION

Download your registration form via the respective **Freshfel** or **Profel** event websites:

[www.freshfel.org/annual-event](http://www.freshfel.org/annual-event)  
[www.profel-europe.eu](http://www.profel-europe.eu)