

CELEBRATE Freshfel Europe's 20th Anniversary and the International Year of Fruits and Vegetables 2021 with key opinion leaders in the European fresh fruit and vegetable sector!

A New Decade for Freshfel Europe

Fruit & vegetables leading a healthy & sustainable future

ONLINE

**Freshfel Europe
2021 Annual Event**



JOIN the European fruit and vegetable sector for Freshfel Europe's Annual Event on the morning of Friday 4 June 2021 and benefit from joining European and international fresh produce delegates as well as key EU decision makers in a digital format.

Our 2021 Annual Event will focus on the **evolution of Freshfel Europe's work since its establishment in 2001 to become the peak representative body for the fresh fruit and vegetable sector in Europe.**

The 2021 Freshfel Europe Annual Event will provide detailed insights into opportunities for the sector to lead the way for a **healthy**

and sustainable future for Europe and beyond, starting with the **International Year of Fruits and Vegetables 2021**. Crucial market and EU policy opportunities will be examined, such as capitalizing on the European Green Deal's objectives and green, health conscious tech-savvy consumers.

This year's Annual Event will gather fresh fruit and vegetable sector leaders and key decision makers influencing policy in the EU arena from across Europe. The digital event format will facilitate **a wide participation from the sector as well as interested stakeholders.**

LOCATION The 2021 Freshfel Europe Annual Event will be held virtually on the morning of Friday 4 June 2021. Due to COVID-19 a digital Annual Event has been selected as the best format for the 2021 Freshfel Europe Annual Event to allow all Freshfel Europe members and the public to join the event safely.

ONLINE

PROGRAMME

Freshfel Europe Annual General Meeting

- AGM for Freshfel Europe members only

Freshfel Europe Annual Event Public Conference

- Guest speakers with keynote presentations from the European Commission, European Parliament and futurists on sector development towards 2030.
- Full speaker details will be announced shortly focusing on sector and market priorities such as sustainability, production and trade opportunities and challenges and fresh produce consumption.

SPONSORSHIP AND BENEFITS

Promote your organisation to Freshfel Europe's extensive network of industry leaders and decision makers.

Demonstrate that you share the voice of the sector.

The sponsorship fee of €2500 includes many benefits:

- A full page, 4-colour advert in Freshfel Europe's Special Edition 2021 Activity Report, which is widely distributed to industry players and key decision makers
- Your logo on the Annual Event banner and other event materials
- Your logo displayed on the event website
- Company material placement on the event website



Supports the



INTERNATIONAL YEAR OF
FRUITS AND VEGETABLES
2021



CONTACT Linda Bloomfield at l.bloomfield@freshfel.org & Nicola Pisano at n.pisano@freshfel.org

REGISTRATION Complete the online registration form via the Freshfel Europe website at <https://freshfel.org/annual-event/registration>