

# FIT FOR A GLOBAL MARKET: FOOD, FEED, & BEVERAGES

A GLOBAL BUSINESS CONFRONTED BY NATIONAL REGULATIONS

An event hosted by:  & 

Hotel Nassauer Hof, Wiesbaden | Wednesday, 25 March 2020

- 09.30 am **Registration**
- 10.30 am **Introduction**  
**Dr. Anna Glinke**, Counsel, Hogan Lovells, Düsseldorf  
**Thomas Salomon**, Partner, Hogan Lovells, Hamburg
- 10.45 am **Another brick in the wall? – The U.S. Food Safety Modernization Act and its effects on European food companies**  
Preventive controls for human food • Foreign supplier verification program • FDA inspections of foreign companies  
**Maile Hermida**, Partner, Hogan Lovells, Washington, D.C.
- 11.30 am **Navigating Brexit: an update on Brexit and regulatory issues in the UK – A look from inside**  
Deal or no deal – where are we now? • The future of EU food law in the UK • Changes to labeling and authorizations • Supply chain risks  
**Richard Welfare**, Partner, Hogan Lovells, London
- 12.15 pm **Lunch**
- 01.15 pm **Trends from Brussels: "Extension of the domain of struggle" – what's next in bringing food products to the EU market?**  
Animal welfare • Sustainability • Transparency  
**Jacqueline Maily**, Senior EU Regulatory Affairs Advisor, Hogan Lovells, Brussels
- 02.00 pm **I want what they want: working with influencers in the U.S. and in Europe**  
Overview of regulations and pitfalls in the U.S. and in Europe • Tips and tricks for contracts with influencers • Liability of food companies for breaches of law committed by influencers  
**Dr. Anna Glinke**
- 02.45 pm **Coffee & Communication Break**
- 03.00 pm **Tell me like it is - Labeling updates in the U.S.**  
Nutrition labeling changes • Updated claims requirements • Class action litigation risks  
**Maile Hermida**
- 03.45 pm **Public confessions - Communication strategies with public authorities in the U.S. and the EU**  
Information to the public by authorities • Rights to information of individuals • First lessons learned  
**Thomas Salomon**
- 04.30 pm **Coffee & Communication Break**
- 04.45 pm **Panel discussion: industry perspectives on food law**  
Strategies for operating under multiple regulatory regimes • Explaining the U.S. legal system to international business partners • What issues are keeping food company leaders up at night  
**Lanny Schimmel**, Vice President, Secretary and General Counsel, Kerry Inc., Beloit, WI (USA)  
**Matthias Thienel**, Managing Director, Destilla GmbH Flavours & Extracts, Nördlingen  
**Dr. Friedrich Klein**, Head of Legal, FERRERO Deutschland GmbH, Frankfurt/Main  
**Moderation: Anna Glinke & Maile Hermida**
- 05.45 pm **Concluding Remarks**
- 07.00 pm **Sundowner at Hotel Nassauer Hof**



Anna Glinke



Thomas Salomon



Maile Hermida



Richard Welfare



Jacqueline Maily



Lanny Schimmel



Matthias Thienel



Dr. Friedrich Klein

## Fit for a Global Market: Food, Feed, and Beverages – A global business confronted by national regulations

Despite all efforts to promote “buy/eat regional“ attitudes, food has long become an international business. There are only few areas of business in which international activities meet so glaringly different national rules and regulations. This event highlights some of the issues impacting international food, feed, and beverage companies in some of their most relevant markets in their efforts to get market access and communicate with consumers and authorities.

The international team at Hogan Lovells will present on pivotal regulations, such as the U.S. Food Safety Modernization Act and new food labeling regulations, and the key takeaways companies need to note for adapting to their respective legal environment. The team will provide regulatory updates on hot topics like Brexit, an overview of global trends impacting food manufacturers, and communication strategies with public authorities. The seminar also will explore the use of social media influencers in the food space and the risks associated with the advertising opportunities. A panel discussion with representatives from U.S. and European food companies will round out the event.

### Global markets and national regulations

From farm to table, every stage of the production and distribution cycle involves regulations that intersect with business strategy. Food, feed, and beverage companies need to mitigate risk, respond to challenges, and capture opportunities, throughout the development and launch of their products.

Food companies need to be aware of national regulations that could impact all parts of the product development process, from the early stages of product research, development and testing, all the way through to marketing and promotion. These regulatory requirements could impact labeling, advertising, recalls, and compliance with food safety requirements.

Manufacturers need to understand the impact of regulations and devise approaches that reduce the risk of violations and support business goals. This event will be an opportunity for international food companies to explore trends, capture insights and look at business opportunities from different national perspectives.

**Conference language is English, but contributions and questions can also be raised in German and will be interpreted if necessary.**

### Location:

Hotel Nassauer Hof  
Kaiser-Friedrich-Platz 3-4, 65183 Wiesbaden

### Registration Fees (plus VAT):

€ 299 industry representatives, merchants, public officials  
€ 499 subscribers ZLR, Lebensmittel Zeitung  
€ 699 regular price

### Be smart - save money:

#### 20 % discount for attendees of the 33. Dt.Lebensmittelrechtstag

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### Registration:

Deutscher Fachverlag GmbH  
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### Registration deadline:

20 March 2020

### Cancellation:

Registrations are transferable. For cancellation by 6 March 2020 an administrative cancellation fee of € 100 will be charged. After this date, and in case of no-shows, the full fee will be charged.

### Hotel recommendations:

#### ■ Novum Hotel

Single room rate: € 86,-  
T: +49 (0)611 36140  
E: wiesbadacity@novum-hotels.com

#### ■ Hotel Klemm

Single room rate: € 135,-  
T: +49 (0)611 5820  
E: info@hotel-klemm.de

#### ■ Hotel Oranien

Single room rate: € 115,-  
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E: info@hotel-oranien.de

#### ■ Mercure Wiesbaden City

Single room rate: € 179,-  
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**Registration form**

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#### Further information:

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