



**Conference on the study "The economic impact of modern retail on choice and innovation in the EU food sector"**

**2 October 2014, 09:30 – 17:30  
CENTRE BORSCHETTE, Rue Froissart 36, Brussels**

**Agenda**

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<b>09:00 - 09:30</b>	Registration
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<b>09:30 - 10:00</b>	Keynote speech by Alexander Italianer, Director General <i>DG Competition</i>
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<b>10:00 - 10:50</b>	"Study on the economic impact of modern retail on choice and innovation in the EU food sector"  PART 1: Scope and methodology  <i>Presentation by the consortium of Ernst &amp; Young, Cambridge Econometrics and Arcadia International</i>  <i>Q&amp;A on part 1</i>
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<b>10:50 – 11:10</b>	Coffee break
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<b>11:10 - 12:00</b>	"Study on the economic impact of modern retail on choice and innovation in the EU food sector"  PART 2: Evolution of choice, innovation and their key drivers  <i>Presentation by the consortium of Ernst &amp; Young, Cambridge Econometrics and Arcadia International</i>  <i>Q&amp;A on part 2</i>
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<b>12:00 - 12:50</b>	"Study on the economic impact of modern retail on choice and innovation in the EU food sector"  PART 3: Econometric results  <i>Presentation by the consortium of Ernst &amp; Young, Cambridge Econometrics and Arcadia International</i>  <i>Q&amp;A on part 3</i>
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<b>12:50 - 13:00</b>	Concluding remarks on the topics discussed during the morning sessions  <i>Paul Csiszar, Director for Basic Industries, Manufacturing and Agriculture, DG Competition</i>
<b>13:00 - 14:30</b>	Lunch break
<b>14:30 - 15:50</b>	"Study on the economic impact of modern retail on choice and innovation in the EU food sector"  PART 4: Presentation of the case studies: <ul style="list-style-type: none"><li>• Fresh tomatoes</li><li>• Fresh apples</li><li>• Fresh Pork</li><li>• Olive oil</li><li>• Cheese</li><li>• Milk</li></ul> <i>Presentation by the consortium of Ernst &amp; Young, Cambridge Econometrics and Arcadia International</i>  <i>Q&amp;A on part 4</i>
<b>15:50 – 16:10</b>	Coffee break
<b>16:10 - 17:30</b>	Panel discussion:  <i>Experts in the food sector provide their first reactions to the results of the study</i>  Participants: <ul style="list-style-type: none"><li>AIM</li><li>Copa-Cogeca</li><li>ERRT</li><li>EuroCommerce</li><li>FoodDrinkEurope</li><li>Independent Retail Europe</li><li>Representatives of the consortium</li></ul>
<b>17:30</b>	Concluding remarks  <i>Paul Csiszar, Director for Basic Industries, Manufacturing and Agriculture, DG Competition</i>

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