

# PROGRAMME

“Sustainable Growth  
through Innovative Brands”

21-22  
MARCH  
Solvay Library



# MONDAY 21

- 18:00** Cocktail and **Opening of the Brand Expo, an exhibition on Sustainable Growth through Innovative Brands**, featuring Eco-Innovation and Social Innovation; Open Innovation; Digitalisation; Innovation from Consumer Insights.
- 18:40** Welcoming speech by **Poul Weihrauch**, Global President Mars PetCare, President of AIM
- 18:50** Continuation of Brand Expo and walking dinner Brand Expo Room (ground floor)
- 19:30** **AIM Board Dinner** with guests; Guest speaker: **Antti Ilmari Peltomäki**, Deputy Director-General, DG GROW (on invitation)  
Dinner room (Park level)

# TUESDAY 22

- 12:00 - 16:30** Brand Expo opens in the Brand Expo Room (ground floor)
- 12:45 - 12:55** Presentation on Brands innovation across time, **Chris Griffin**, CEO, Museum of Brands
- 13:00** Lottery for Champions League tickets \* (sponsored by Heineken)
- 13:15 - 13:25** Presentation of AIM-Nudging for good by **Richard Bordenave**, DGA Marketing and Innovation, BVA group
- 13:30 - 13:40** Bon et Bien, social initiative by **François Tasmowski**, McCain
- 14:45 - 15:00** Presentation of AIM-Progress – Programme for responsible sourcing, by **Katrin Recke**, Sustainability Manager, AIM
- 13:00 - 14:30** **AIM Board lunch** with MEPs and other policy makers. (on invitation)
- 15:00 - 16:00** **What drives consumer trust in brands?**  
Presentation of the key findings of the study **“Consumer Trust in Brands”** ([link](#)) by **John Noble**, Director British Brands Group and **panel discussion** moderated by **Bennett Richardson**, Executive Director, Politico.  
Panellists are **Örjan Brinkman**, President of BEUC, European Consumer Organisation, **Jochen Zaumseil**, Executive Vice-President Western Europe, L’Oréal, **Laurent Cremona**, Global Brand Manager for the Nutella brand, **Katja Viertio**, Deputy Head of Unit, DG JUST  
Policy Events Space (park level)

**16:30 - 18:00** High level **Policy Roundtable** on Brands, Innovation and Trust (Chatham House Rules, – on invitation only):

Chaired by **Robert Madelin**, Senior Innovation Adviser, European Commission

Participants:

European Parliament:  
MEP **Andreas Schwab**,  
MEP **Roza Thun**,  
MEP **Daniel Dalton**,  
MEP **Virginie Rozière**

European Commission:

**Despina Spanou**, Director Consumers, DG JUST,  
**Slawomir Tokarski**, Director Innovation DG GROW,  
**Paul Timmers**, Director Sustainable & Secure Society, DG CNECT,  
**Kurt Vandenberghe**, Director for Policy Development and Coordination, DG RTD.

NGOs:

**Monique Goyens**, Director-General BEUC and  
**Geneviève Pons**, Head of European Office, WWF;

Members of the Board of AIM:

**Jan Zijderveld**, President Europe Unilever,  
**Luis Cantarell**, President Europe Nestlé,  
**Hubert Weber**, President Europe Mondelez,  
**Gary Coombe**, President Europe Operations, Procter & Gamble,  
**Jochen Zaumseil**, Executive Vice-President Western Europe, L’Oréal.

Roundtable conclusions to be published.  
Policy Events Space (park level).

**18:00** **3rd AIM Brand Lecture** by **Per Hjuler**, Senior Vice President for Innovation and Consumer Marketing, LEGO Group  
Brand Expo Room (ground floor)

Short introductory speeches by:

**Jan Zijderveld**, President Europe Unilever,  
Vice-President AIM  
**MEP Vicky Ford**, Chairman of the Internal Market and Consumer Protection Committee (IMCO), European Parliament  
**Örjan Brinkman**, President of BEUC.



\* The lottery prize is two tickets for a quarter-final match of the Champions' League, courtesy of Heineken. Visitors are kindly requested to drop their cards into the lottery urn only if their function does not prohibit them from accepting the prize.