

Annual FLN Conference, 14 September 2010

Food Advertising

InterCool/InterMeat/InterMopro, Raum 01, CCD. Süd

Messe Düsseldorf, Stockumer Höfe, 40474 Düsseldorf

13:00 Welcoming speech - Markus Grube

13:15 Draft Regulation of the Provision of Food Information to Consumers – Raymond O'Rourke

13:45 Competition Law and Food Labelling Requirements –Markus Grube, Nicola Conte-Salinas

14:15 Health Claims: An Update

- **Latest developments: Probiotics/Prebiotics** – Raymond O'Rourke
- **Country Reports** – Susie Ekstrand (Denmark), Gilles Boin (France), Markus Grube (Germany), Hilary Ross (Great Britain), Giorgio Rusconi (Italy), Karola Krell (Switzerland)

15:15 Coffee Break

15:45 "Natural", "Fresh" Label Claims, Clean Labelling:

- **Country reports** – Susie Ekstrand (Denmark), Gilles Boin (France), Nicola Conte-Salinas (Germany), Hilary Ross (Great Britain), Erna Fuetoe (Italy), Karola Krell (Switzerland)

16:45 Panel Discussion

17:00 End of Conference