

**European Dialogue at Norway House,  
Rue Archimède 17, Brussels  
Monday 28 September 2009**

**Seminar programme 10h00 – 15h00**

## **Competitive agro-food industry, efficient distribution, margins and market prices**

10.00-10.05      Opening by Ambassador Oda H. Sletnes

10.05 -10.45      Michel Coomans, Head of Unit, DG Enterprise

**High Level Group on Competitive Agro-Food Industry: Follow-up of Recommendations and Roadmap**

10.45 - 11.25      Paolo Gouveia, Director Gen. Affairs, Food Chain Issues, COPA-COGECA  
**Market challenges for farmers and industries**

11.25              coffee

11.25 - 12.00      Leif Forsell, Director General, Ministry of Agriculture and Food  
**Milk market regulation and new challenges in the food market**

12.00 -12.40      Pierre Bascou, Head of Unit, DG Agri  
**Distribution of value added and the transmission of price. How to set up permanent European monitoring of prices.**

12.40              lunch – wraps, sandwiches and drinks

13. 00 – 13.30      Magnus Gabrielsen, Head of Unit, Norwegian Competition Authority  
**Norwegian Competition Authorities monitoring food and milk markets**

13.30 – 14.00      Kurt Wass, EFTA Statistical Office, Luxembourg  
**Different price statistics for different purposes**

14.00 – 15.00      **Panel discussions** between speakers and members of audience  
- Moderating and summing up by Ivar Pettersen, Director NILF