



19 MAY 2011 / INTERCONTINENTAL LONDON PARK LANE

Programme*

11.30am - Delegate Registration and Re:fresh Expo opens

12.00pm - Lunch and Networking at the Re:fresh Expo

Welcome by Nigel Jenney of the Fresh Produce Consortium

1.00 - 2.15pm - Session 1

The Changing Face of the Industry - The Minister's Perspective

Hear the Minister's views on opportunities and challenges for the fresh produce industry. Join the industry's response led by Nigel Harris and Gary Marshall.

Speakers:

James Paice, Defra

Nigel Harris, Fresh Direct

Gary Marshall, Bevington Salads Ltd and New Covent Garden Market Tenants Association

Panel Debate with the Audience

2.15 - 3.00pm - Networking Break at the Re:fresh Expo

3.00 - 4.30pm - Session 2

The Changing Face of the Industry - Market Opportunities

Is the industry ready to meet the challenges of tomorrow? Are major retailers and their relationships with suppliers driving the industry in the right direction? Are brands the answer? Find out more about unique opportunities with London 2012.

Speakers:

Peter Durose, Fresh Approach Ltd

Jane Speakman, Wm Morrison Supermarkets Plc

Jan Matthews, London 2012 Organising Committee

Panel Debate with the Audience

4.30pm - Networking Break at the Re:fresh Expo

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Correct as of 16 May 2011

*Please note: this programme is subject to change