

# 2024 SPIRITSEUROPE CONGRESS



**17 TO 19 JUNE 2024**

**Grand Hotel Palatino  
Rome**

**CONGRESS  
PART I**

**17 June 2024**

Starting at 14.30

**GENERAL  
ASSEMBLY  
& CONGRESS  
PART II**

**18 June 2024**

Starting at 9.30

**CULTURAL  
VISIT**

**19 June 2024**

Finishing at 12.30

**BOOK YOUR  
FLIGHT & HOTEL**



Visit [spiritsZONE](#) for more information &  
Grand Hotel Palatino Registration Form

# CONGRESS 2024

## MONDAY 17 JUNE - PART I

14h30– 16h00 – Session 1

### Getting ready for the next round of the Labelling & HWL challenge in Europe

- Memorandum of Understanding (MoU): Presentation of the 2024 Implementation Report
- Winning the data war on HWLs: presentation of Appinio Survey Results
- DrinkINFORM: what should an ambitious, successful engagement strategy for our sector look like?

16h00 - 16h30 Coffee break

16h30 – 17h30: Session 2

### Sectorial advocacy campaigns: recent best practice examples

- 16h30 – Promoting responsible drinking, what are the keys to success? - **Angelika Wiesgen-Pick , BSI**
- 16h45 – Politics in the Netherlands, how to cope with the anti-alcohol? - **Betty de Boer, spiritsNL**
- 17h00 - Raising the reputation of the spirits sector, the French example - **Thomas Gauthier, FFS**
- 17h15 – The economic & social contribution of the spirits industry in Italy - **Marco Montanaro, Federvini** and **Emanuele Di Faustino** - Head of Industry & Retail, Nomisma

18h15 - Walking Tour in Rome

20h00 - Dinner in the Sky at Rhinoceros Rooftop (Via dei Cerchi, 19,/23)



# CONGRESS 2024

## TUESDAY 18 JUNE- PART II

9h30 - 11h00 General Assembly

Welcome by **Micaela Pallini, President of Federvini** and CEO of Pallini Distillery

11h00 - 11h30 Coffee Break

11h30–12h30: Session 3

*Quo vadis, EU? The Political Landscape in Europe after the elections*

- Keynote Address by **Francesco Lollobrigida, Minister of Agriculture**
- What do the election results mean & what impact will they have for the spirits sector? > **Doru Frantescu, CEO & founder at EUMatrix.eu**

12h30 - 14h00 Lunch

14h00–15h30: Session 4

**Strategic Workshop on Responsible Drinking**

- The science behind responsible & safe levels of drinking
- Stepping up our commitment on responsible drinking across Europe: Presentation of the 2024 Annual RDI Report
- Building up a successful RDI Approach across Europe: the University Programme - Italian Case Study > **Prof. Alberto Mattiacci from The Sapienza University** accompanied by students

15h30 - 16h00 Coffee break



**16h00 – 17h30: Session 5**

## **Successful Tax Advocacy: challenges & opportunities**

- **Inspirational keynote address & discussion with Michael Thom, Associate Professor at the University of Southern California**

*The case against 'Health' Taxes: why the conventional wisdom on tax and price policy measures for alcohol is outdated & why we need better policymaking to address real harms that exist.*

- **Case studies of successful tax advocacy in Europe**

1. UK > **Katie Perrior**, The UK Spirits Alliance
2. Portugal > **João Vargas**, ANEBE
3. Slovenia > **Matjaž Toplak**, the Slovenian Spirits Association

**19h30 Gala dinner in an exclusive location**

**La Casa dei Cavalieri di Rodi**



**WEDNESDAY 19 JUNE - CULTURAL VISIT**

**10h30 - 12h30 Visit of the Basilica San Clemente**

**12h30 End of the Congress 2024**