



Agri-Food Policy Brief Launch

10.02.2026, 09:30-14:00, JW Marriott Bucharest Grand Hotel, Timișoara Hall
Calea 13 Septembrie 90, Bucharest



AHK

Deutsch-Rumänische
Industrie- und Handelskammer
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AGENDA

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JW Marriott Bucharest Grand Hotel, Timișoara Hall, 1st Floor

09:30– 10:00	Registration of participants
10:00 – 10:15	Welcoming speeches Sebastian METZ , General Manager and Member of the Executive Board, AHK Romania Mihai JURCA , Head of the Prime Minister’s Chancellery Florin-Ionuț BARBU , Minister of Agriculture and Rural Development (TBC)
10:15 – 11:30	1st Panel - Public Policies, Cooperation and Innovation for a Competitive Agri-food Supply Chain Gabriela Nicoleta ANDREI , Director General, Agency for Payments and Intervention in Agriculture (TBC) Elena BARCANU-TUDOR , Director, Buzău Research and Development Station for Vegetable Production Sebastian CERNIC , Chair of the Committee for Agriculture, Food Industry and Rural Development, Romanian Senate Adrian-Ionuț CHESNOIU , Director General, Agency for Financing Rural Investments (TBC) Florian CIOLACU , Executive Director, Romanian Farmers’ Club Daniel GROSS , CEO, Rewe Romania Mihai NEAGU , Director, Directorate for Zootechnics Policy, Ministry of Agriculture and Rural Development Marcel WIESEHOFF , General Manager, Banat Farming Moderator: Emma MANOLACHE , Public Affairs Lead for Romania, Bulgaria and Republic of Moldova, Bayer
11:30 – 12:00	Coffee Break
12:00 – 13:00	2nd Panel - From Farm to Shelf: Cooperatives, Local Processing and the Promotion of Romanian Products David ALB , CEO, Senneville Cristina CIONGA , Deputy Director, Forum of Professional Farmers and Processors in Romania Michael KAISER , Chief Commercial Officer & Country Lead, Sezamo Sorin MIERLEA , President, InfoCons Octavian PALTANEA , Development Manager, Carmistin International Alexandra POPA , Executive Director, Romanian Center for European Policies

	<p>Gheorghe VLAD, President, OIPA Vegetables & Fruits</p> <p>Moderator: Emma MANOLACHE, Public Affairs Lead for Romania, Bulgaria and Republic of Moldova, Bayer</p>
13:00- 14:00	Networking & Lunch

Audience: Decision-makers from central public administration and the legislative branch, alongside representatives from the entire agrifood value chain, including farmers, agricultural cooperatives, food industry processors and major retail operators, as well as professional associations and sector experts.

Thematic Focus: Public policies and financing instruments dedicated to the agrifood sector, as well as mechanisms for strengthening the value chain from farm to consumer, with a focus on cooperation, local processing, market access and the promotion of Romanian products.

Event Language: Romanian

Please note that the agenda may be subject to modifications.