



# Agri-Food Policy Brief Launch

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



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# AGENDA

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

09:30– 10:00	<b>Registration of participants</b>
10:00 – 10:15	<b>Welcoming speeches</b> <b>Sebastian METZ</b> , General Manager and Member of the Executive Board, AHK Romania <b>Mihai JURCA</b> , Head of the Prime Minister's Chancellery <b>Florin-Ionuț BARBU</b> , Minister of Agriculture and Rural Development (TBC)
10:15 – 11:30	<b>1<sup>st</sup> Panel - Public Policies, Cooperation and Innovation for a Competitive Agri-food Supply Chain</b> <b>Raul GUTIN</b> , State Counselor at the Prime Minister's Chancellery (TBC) <b>Mihai NEAGU</b> , Director, Directorate for Zootechnics Policy, Ministry of Agriculture and Rural Development <b>Sebastian CERNIC</b> , Chair of the Committee for Agriculture, Food Industry and Rural Development, Romanian Senate <b>Florian CIOLACU</b> , Executive Director, Romanian Farmers' Club <b>Gabriela Nicoleta ANDREI</b> , Director General, Agency for Payments and Intervention in Agriculture (TBC) <b>Adrian-Ionuț CHESNOIU</b> , Director General, Agency for Financing Rural Investments (TBC) <b>Daniel GROSS</b> , CEO, Rewe Romania <b>Marcel WIESEHOFF</b> , General Manager, Banat Farming (TBC) <b>Elena BARCANU-TUDOR</b> , Director, Buzău Research and Development Station for Vegetable Production  <b>Moderator: Emma MANOLACHE</b> , Public Affairs Lead for Romania, Bulgaria and Republic of Moldova, Bayer
11:30 – 12:00	<b>Coffee Break</b>
12:00 – 13:00	<b>2<sup>nd</sup> Panel - From Farm to Shelf: Cooperatives, Local Processing and the Promotion of Romanian Products</b> <b>Cristina CIONGA</b> , Deputy Director, Forum of Professional Farmers and Processors in Romania <b>Doru BUTURUGĂ</b> , Grădina Noastră din Vărăști Agricultural Cooperative <b>Nicolae ȘERBAN</b> , CEO, Serban Holding (TBC) <b>Alexandra POPA</b> , Executive Director, Romanian Center for European Policies <b>Octavian PALTANEA</b> , Development Manager, Carmistin International <b>Franz BÖTTCHER</b> , Project Manager, Oul de Tinca (TBC)

	<p><b>Michael KAISER</b>, Chief Commercial Officer &amp; Country Lead, Sezamo  <b>David ALB</b>, CEO, Senneville  <b>Sorin MIERLEA</b>, President, InfoCons</p> <p><b>Moderator: Emma MANOLACHE</b>, Public Affairs Lead for Romania, Bulgaria and Republic of Moldova, Bayer</p>
<b>13:00– 14:00</b>	<b>Networking &amp; Lunch</b>

**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.