



2nd international conference JPI HDHL, 28th of March 2014, Brussels key note speakers

Máire Geoghegan-Quinn, the European Commissioner for Research, Innovation and Science



Máire Geoghegan-Quinn has been the European Commissioner for Research, Innovation and Science since 2010. Between 2000 and 2010, she served as a Member of the European Court of Auditors. From 1975 to 1997, she was a Member of the Irish parliament. In 1979, she became the first woman to be appointed as a Cabinet Minister since the foundation of the Irish state, and served as Minister with the responsibility of the Gaeltacht until 1981. She has held various other ministerial posts, including Minister for European Union Affairs from 1987 to 1991, when she oversaw the preparation of the Irish presidency of the European Union in 1990; Minister for Tourism, Transport and Communications (1992–1993). She was the Irish Minister for Justice (1993–1994) and one of the negotiators of the Downing Street Declaration, which was signed between the Irish and British governments. From 1997 to 2000, Máire Geoghegan-Quinn served as Non-Executive Director of both Aer Lingus and the Ryan Hotel Group. She has been a TV presenter and a columnist in the Irish Times newspaper, and is a former Member of the Governing Authority of the National University of Ireland Galway.

Pamela Byrne, chair of the Management Board of JPI HDHL



In June 2013, Pamela took over the role of Chair of the JPI 'A Healthy Diet for a Healthy Life' (JPI HDHL). Since taking up this role, she has worked together with the Member States of the Management Board, the Scientific Advisory and Stakeholder Advisory Boards on the development of the first implementation plan for the JPI HDHL. Prior to taking up the role of Chair, she was the Vice Chair and Irish Delegate to the Management Board for 3 years.

Just recently, Pamela moved from the public to the private sector when she took up the role of Director within the Regulatory Policy and Intelligence team within Regulatory Affairs Division of Abbott Nutrition. She was previously employed in Ireland's Ministry of Agriculture, Food and the Marine where her work focused on the development of research and innovation policy and programming in the area of the bioeconomy (incl. agriculture, food and marine). From October 2012 to the end of March 2013, she worked in the Cabinet of the European Commissioner for Research, Science and Innovation – Commissioner Maire Geoghegan-Quinn where she focused on Joint Programming Strategy; Strategic Programming in Horizon 2020; Marine and Maritime Policy; and also bioeconomy policy. From November 1999 to July 2005, she worked as an environmental toxicologist with the Pesticide Registration Division within the Ministry.

Prof. Hannelore Daniel, chair of the Scientific Advisory Board of JPI HDHL



Professor Hannelore Daniel currently holds the position of a full Professor of Physiology and Biochemistry of Nutrition and is a director of the Center Institute of Nutrition and Food Research at the Technical University of Munich, Germany. Her main research interests are metabolic control mechanisms in humans in response to alterations in nutrient supply assessed at the transcriptome, proteome and metabolite levels. Prof. Daniel studied nutritional sciences at Justus Liebig University in Giessen. She received her doctorate in 1982 and qualified as a lecturer in Biochemistry of Human Nutrition in 1989. Daniel is a member of the German Academy of Sciences (Leopoldina), various advisory bodies, supervisory boards and associations.

Dr. Beate Kettlitz, chair of the Stakeholder Advisory Board of JPI HDHL



Dr Beate Kettlitz is Director for Food Safety, Science and R&D at FoodDrinkEurope and deals with food safety and food science related issues as well as relevant R&D projects to FoodDrinkEurope. She is also responsible for the support of the European Technology Platform (ETP) 'Food for Life'. Beate studied chemistry at Humboldt University in Berlin before moving into the food industry. After her arrival in Brussels in 1991 she worked as an advisor on technical regulatory aspects for the food industry. As of May 1999, Beate Kettlitz started her professional career as a food policy advisor at BEUC, which lasted until April 2005 when she started at FoodDrink Europa.

Dr. Hans Brug, coordinator of DEDIPAC Knowledge Hub



Johannes ('Hans') Brug is associate dean for research, chair of Division VI and professor of Epidemiology at the VU University Medical Center in Amsterdam, the Netherlands. Dr. Brug received a Master of Science degree in human nutrition from Wageningen University and a Master of Science in Epidemiology from the Dutch Epidemiology Institute. He obtained his PhD (Public Health) at Maastricht University. Johannes Brug is now head of division and professor of epidemiology at the VU University Medical Center in Amsterdam. Brug is honorary professor at the School of Nutrition and Exercise Sciences of Deakin University, Melbourne Australia. Brug worked for the Dutch TNO Nutrition Institute, the Dutch Cancer Society, the School of Social Sciences of the Netherlands Open University (as dean of education), the Faculty of Health Sciences at Maastricht University (as professor of Nutrition Education and director of education), and for the Erasmus University Medical Center (as professor of Determinants of Population Health).

Brug's main research interests are in behavior epidemiology, with a special interest in behavioral nutrition and physical activity. His research covers the scope from studies on the determinants of nutrition and physical activity behaviors, small-scale experimentation with innovative ICT supported health education interventions, and larger-scale field experiments in which the efficacy and external validity of health promoting interventions are tested. Brug is or has been a member of the grant panels of the World Cancer Research Fund, the Netherlands Organization for Health Research and Development's prevention program, and (as vice chair) healthful nutrition program, and the Netherlands Heart Foundation's epidemiology and prevention program. Brug is a past president and an honorary fellow of the International Society of Behavioral Nutrition and Physical Activity. He is also a member of the Netherlands Health Council. Brug is the editor of the Dutch handbook on health education and health promotion, and has served on the editorial boards of the International Journal of Behavioral Nutrition and Physical Activity, the Journal of Nutrition Education and Behavior, the Journal of Human Nutrition and Dietetics and the American Journal of Health Promotion. He co-authored about 400 international scientific publications. Brug is or has been coordinator of three European Commission framework program projects on behavioral nutrition and physical activity and has been

a partner in many more. Brug is the elected coordinator of DEDIPAC (DEterminants of Diet and Physical Activity), the first joint action in the European Joint Programming Initiative 'A Healthy Diet for A health Life', to harmonize and progress research into determinants of diet and physical activity across Europe.

Panel Members

High Level Policy Discussion

John Bell, director of EU Commission DG Research & Innovation F-Bioeconomy



John Bell is Director RTD F – Bioeconomy – defining and implementing EU research & innovation policy and initiatives in agriculture, food, forestry, marine, maritime, inland water- building a sustainable and competitive Bioeconomy. Dr Bell is an Irish national and has been a European Commission official since 1993. During his career he has worked on financial aid assistance programmes in the former Yugoslavia and in Albania, as well as public administration reform programmes in Central and Eastern Europe. As a member of cabinet with Commissioner David Byrne (EU Commissioner for Health and Consumer Protection 1999–2004) he was responsible for health and enlargement issues within the portfolio, delivering a modern health strategy and tackling tobacco control, bioterrorism, SARS and health technologies. He most served as Head of Cabinet to the European Commissioner for Consumer Protection, Meglena Kuneva. He most recently was the Head of Cabinet of the European Commissioner for Research, Innovation and Science, Máire Geoghegan-Quinn.

Dr. Anne-Katrin Bock, Scientific Officer of the EU Joint Research Centre (JRC)



Anne-Katrin Bock is a Scientific Officer at the headquarters of the European Commission's Joint Research Centre (JRC), the Commission's in-house science service. A biologist by training and holding a PhD in microbiology, she joined the JRC and its Institute for Prospective Technological Studies, Seville, Spain, in 2000 carrying out techno-economic analyses of emerging biotechnological developments and applications in agriculture and health. She moved to the JRC headquarters in 2009, coordinating life sciences related aspects of the JRC work programme, and, since 2012 contributing to building up foresight capacity at the JRC in Brussels. She is responsible for the JRC foresight study 'Tomorrow's healthy society – research priorities for foods and diets'.

Dr. Roberto Bertollini, chief Scientist and WHO Representative to the European Union



Since October 2011, Roberto Bertollini, M.D., M.P.H. is WHO Representative to the EU in Brussels and Chief Scientist of the WHO Regional Office for Europe. Before this assignment, from 2007 to 2010, he has been coordinator of the Evidence and Policy for Environment and Health unit of the WHO Department of Public Health and Environment in Geneva with the special task to develop the WHO global policy and response to the health impacts of global climate change. Prior to this appointment, he was Director of the Division for Technical Support 'Health Determinants' at the WHO Regional Office for Europe based in Copenhagen, DEN, since December 2000 and subsequently since October 2004 Director of the WHO EURO Special Programme on Health and Environment, with offices in Copenhagen (DEN), Rome (ITA) and Bonn (GER). Earlier in his career he was Director of the Rome Division of the WHO European Centre for Environment and Health since 1993. Before joining WHO he worked at the

Epidemiology Unit of the Lazio Region of Italy. During his professional experience he has carried out missions in several European and African countries, supporting the implementation of health cooperation projects.

Dr Bertollini holds a degree in medicine and a postgraduate degree in pediatrics, as well as a Master in Public Health which he obtained from the Johns Hopkins University in 1983. His main professional interests concern the environmental influences on health, with special reference to the effects of emerging threats such as climate change, health effects of lifestyle and socioeconomic determinants including tobacco, alcohol and nutrition, the use of epidemiology for public health policy development and evaluation of public health programmes and practices.

Over the years he has been involved in the development and progress of the public health agenda in Europe and at the global level. In addition, he has led the organization of a number of major scientific and political events including Ministerial Conferences, such as the one on Tobacco, held in Warsaw in February 2002, and the one on Environment and Health, held in Budapest in June 2004.

Dr Max Kennedy, National Manager Biological Industries, Science, Skills and Innovation Group, Ministry of Business, Innovation and Employment, New Zealand



Dr Max Kennedy is the National Manager Biological Industries, at the New Zealand Ministry of Business, Innovation and Employment (MBIE) which invests the majority of the NZ Government's RS&T funds. Max is responsible for R&D supporting the biological economy in the primary sector and products made from these resources including dairy, meat, seafood, wood, wool, kiwifruit, wine, and arable products. Max is leading MBIE's initiative in Food for Health.

Prior to this, Max was Research and Development Strategy Manager at Meat and Wool NZ Ltd (MWNZ), directing MWNZ consortia research investment in 9 companies or partnerships in the pastoral sector. Formerly, Max was also the Chief Scientific Officer of IRL-BioPharm Ltd, a New Zealand-based fermentation contract manufacturer of active pharmaceutical ingredients for human clinical trials under cGMP conditions.

Max has served as Director on the Boards of 6 technology companies and was on the Fermentation Advisory Board of the anti-malaria project of OneWorld Health (a not for profit pharmaceutical company based in San Francisco, USA).

Currently, Max is active in the chemical and biochemical engineering profession and was Chair of SCENZ – IChemE in New Zealand and Chair of The Australian and New Zealand Federation of Chemical Engineers (ANZFChE) in 2010–2011. He now serves on the Board of IChemE the international professional body for chemical engineering based in the UK.

Dr. Hans Zevenbergen, director Nutrition & Health Europe and Cross-Category Nutrition & Health of Unilever



Dr. Hans Zevenbergen has had various functions in Unilever Research and Development since 1981, ranging from research scientist on the metabolism of fats to head of product development in Unilever's German foods business; from coordinator of innovation management to programme leader for Unilever's Heart Health spreads business.

During the last few years, he was responsible for Unilever's cross-category and corporate nutrition programmes, ultimately leading to his driving role of the nutritional element of the Unilever Sustainable Living Plan. Additionally, he is leading Unilever's European Nutrition Team supporting the business in nutrition and health. His main tasks today are driving the European health brands back to strong growth and to strengthen the Unilever Sustainable Living Plan to drive the doubling of Unilever's business worldwide.