

## Fedima hosts Panel Discussion on COVID-19 as part of Annual General Assembly

*Panellists include representatives from European Commission, American Bakers Association, and EuroCommerce*

**Brussels, 25 September 2020** – [Fedima](#), the Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisseries Industries, hosts panel discussion with industry stakeholders on the impact of COVID-19 on the sector on 24<sup>th</sup> September, as part of its first virtual Annual General Assembly.

The COVID-19 panel discussion followed the General Assembly, and gathered experts from across the industry, including Blaga Papova from the European Commission, Robb MacKie, President and CEO of the American Bakers Association, and Els Bedert from EuroCommerce, and moderated by Steve Gillman, reporter at IHS Markit. Speakers discussed the challenges raised by the pandemic, the trends that were established, and the opportunities facing the sector.

“At EU policy level, we have established a set of measures to support the EU economy, including of course the food sector, in facing the pandemic. We are working on policies to relaunch the European agri-food ecosystem towards a green recovery and new digital opportunities. In the past months marked by the pandemic, we have worked even more closely with EU Member States, to secure the integrity and proper functioning of our Single Market which is our best anti-crisis weapon,” stated Blaga Popova from the European Commission.

Robb MacKie, President and CEO of the American Bakers Association, noted, “From the perspective of the United States of America, we have noted clear trends in terms of packaging and food safety, and consumer trust. Indeed, it is essential that as an industry we build upon the momentum of the past months of renewed connection with consumers. This crisis is accelerating many processes and innovation trends in the sector, which is vital for maintaining the agility the sector has demonstrated during this pandemic.”

“COVID-19 has accelerated the speed of change, and we will have to be even more adaptable if we are to see a strong recovery of the sector and the economy as a whole. Stimulating consumption will be crucial for retailers and producers, as will gaining a deep understanding of swiftly changing consumer behaviours. Adaptability across the supply chain and the distribution channels of bakery products will be the best way of ensuring that the sector will be able to respond to consumer demands more effectively,” stated Els Bedert from EuroCommerce.

Fedima, the Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries from across Europe, has members associations from across Europe. Fedima aims to represent its members in discussions at EU level on the key policy topics. The General Assembly, which takes place once a year, was held virtually in light of the COVID-19 pandemic and restrictions on travel.



*Federation of European Manufacturers and Suppliers of Ingredients  
to the Bakery, Confectionery and Patisseries Industries*

"We are delighted to have welcomed such an exciting list of panellists to discuss the impacts of COVID-19 on our sector, providing a platform for fruitful debate on the challenges facing the industry and the multifaceted response that is necessary. Fedima will continue in its aim to support members on how best to grow in a sustainable manner, to inform consumers on the safety of bakery products, and to enable the sector to be resilient and innovative. Fedima looks forward to playing an important role in supporting and informing its members, the industry, and policy makers on these issues going forward," concluded Johan Sanders, President of Fedima.

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### **About Fedima**

Fedima is the Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries, and is composed of national associations across 13 countries. Fedima represents an estimated of 24,000 direct employees across Europe, and represents approximately 5 billion EUR in annual turnover. For more information, please visit Fedima's website: [www.fedima.org](http://www.fedima.org).

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