

13:00 – 13:30 Participants to meet at **Simone Veil entrance, Spinelli building** (access from Esplanade in front of the European Parliament) to receive access badge. Mandatory security check and guided access to room P3C050 (3rd floor). Do NOT forget to bring your ID card or passport!

13:30 – 15:00 LUNCH RECEPTION & NETWORKING

15:00 - 15:10	Doors Open & Welcome Addresses
	MEP Fulvio MARTUSCIELLO (EPP, Italy) Host
	MEP Bogdan ZDROJEWSKI (EPP, Poland)

Philippe VLAEMMINCK, Moderator, Partner, Vlaemminck.law

15:10 – 15:20 Introductory Remarks Romana GIRANDON, EL President

15:20 – 15:40 KEYNOTE: "Are you OK, Zoomers? Understanding Gen Z Today" Joeri VAN DEN BERGH, Future Consumer Expert

15:40 – 16:30	Panel Debate and Discussion
	MEP Tomislav SOKOL (EPP, Croatia)
	Isabelle PERIGNON, Director, Consumers (JUST.B), European Commission
	Wojciech TALKO, Head of Communication and Public Diplomacy,
	Permanent Representation of Poland to the EU
	Olli SAREKOSKI, CEO, Veikkaus, Finland
	Eszter SALAMON, Director, Parents International

16:30 – 16:40 **Q&A with Participants**

16:40 – 16:45 Closing Remarks MEP Fulvio MARTUSCIELLO (EPP, Italy) Host Philippe VLAEMMINCK, Moderator, Partner, Vlaemminck.law