



# Belgian food & drinks week

## 9-12th June 2025

### PROGRAM

## Monday 9th June

### 09:30-12:00 Belgium as a frontrunner in food & health

- Introduction by Bart Buysse, CEO of the Federation of the Belgian food industry (Fevia)
- Keynote speech by Hein Deprez, Founder and Executive Director of Greenyard
- We're Smart® Future Awards

### 12:00-14:00 We're Smart® Fusion 100% pure plant lunch

by Chef Keiko Kuwakino (Sanaburi - Japan 5 Radishes restaurant) & Chef Lieven Lootens ('t Aards Paradijs - Belgium 5 Radishes restaurant), in the presence of TTRRH Princess Astrid and Prince Lorenz

### 18:15-21:00 Networking dinner "A taste of Belgium"

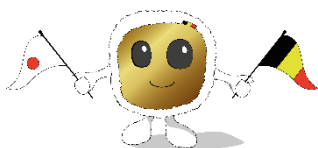
Belgium's best food & drinks and music by Belgian DJ El Bacha, in the presence of TTRRH Princess Astrid and Prince Lorenz and HE Pieter De Crem, Commissioner General for International Exhibitions

## Tuesday 10th June

### 10:00-15:00 Seminar & tastings "Belgium's leadership in chocolate & biscuits"

- "Sustainability in Belgian chocolate: Puratos' cacao trace program", by Puratos
- "Road to market in Japan", by Centho Chocolates
- "Flanders soft gingerbread: the Japanese connection", by Vondelmolen

### 17:30-21:00 Networking dinner "Belgium's leadership in zero alcohol drinks" by Neobulles





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## Wednesday 11th June

VIP tour of the Expo with focus on food & health

## Thursday 12th June

10:00-14:00 We're Smart<sup>®</sup> Press conference & networking lunch (Embassy of Belgium, Tokyo)

12:45-19:30 Conference & networking event by DG Agri (Osaka)

In the presence of HE Christophe Hansen, European Commissioner for Agriculture & Food



### Contact

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