



# Belgian food & drinks week

## 9-12th June 2025

### PROGRAM

## Monday 9th June

### 10:00-12:00 Belgium as a frontrunner in food & health

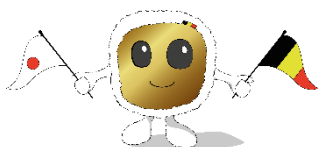
- Introduction by Bart Buysse, CEO of the Federation of the Belgian food industry (Fevia)
- We're Smart® Future Awards
- Keynote speech by Hein Deprez, Founder and Executive Director of Greenyard

### 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 TTRRHH 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 TTRRHH Princess Astrid and Prince Lorenz and HE Pieter De Crem, Commissioner General for International Exhibitions





# **Belgian F&B week 9-12th June 2025 PROGRAM**

## **Tuesday 10th June**

**10:00-14:00 “Belgian leadership in chocolates and biscuits. A story of craftsmanship, innovation & sustainability”**

- Belgium’s leadership role in chocolate & biscuits, by Choprabisco
- “Sustainability in Belgian chocolate: Puratos’ cacao trace program”, by Puratos
- “Flanders soft gingerbread: the Japanese connection”, by Vondelmolen
- “Road to market in Japan”, by Centho Chocolates

**17:30-21:00 Networking dinner “Belgium’s leadership in zero alcohol drinks”  
by Neobulles**

## **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**

Federation of the Belgian food industry (Fevia)  
Tine Vandervelden, International Business Director  
[tvdv@fevia.be](mailto:tvdv@fevia.be)