



## Public Seminar

### The Australia/EU FTA: Agribusiness Opportunities and Challenges

**Date:** Friday 6 October 2017

**Time:** 2.30pm to 5.45pm with networking reception

**Venue:** Room4/5, Level 7, Nexus Building, 10 Pulteney Street, Adelaide 5000

**RSVP:** Please reply to [eucentre@adelaide.edu.au](mailto:eucentre@adelaide.edu.au)

*In 2017, Economic and Commercial Counsellors from the European Union Member States will visit South Australia as part of their annual State and Territories Joint Mission. This mission will enable the Canberra-based EU Member State diplomats to learn about key sectors of the South Australian Economy, and the trade, investment and public procurement opportunities available for EU business. The backdrop is the upcoming launch of FTA negotiations between the EU and Australia and the recent South Australia Europe Engagement Strategy. The visit focuses on the agri-food sector and the research and innovation strategy put in place by the State. Site visits are planned at the Tonsley Innovation Precinct, the Waite Research Institute, and the SA Health and Medical Research Institute. This public seminar is offered by The University of Adelaide as part of the official programme for the EU Economic and Commercial Counsellors' Joint Mission to the State.*

#### Programme

- 2.30 – 2.40 pm**    **Welcome and Opening Remarks**  
**Professor Christopher Findlay**, Executive Dean, Faculty of the Professions  
**Mr Ivano Casella**, Trade Counsellor, EU Delegation to Australia
- 2.45 – 3.15 pm**    **Panel 1: The Australia/EU FTA: Agriculture and Food Issues**  
Introduction: **Professor Richard Pomfret**, Jean Monnet Chair on Economics of European Integration and Professor of Economics  
Speaker: **Professor Kym Anderson**, George Gollin Professor of Economics and Executive Director, Wine Economics Research Centre
- 3.15 – 4.00 pm**    **Panel 2: Geographic Indications: From New World Wine to Food Sectors**  
Introduction: **Ms Jane Drake-Brockman**, Director, EU Centre for Global Affairs  
Panelists:  
**Mr Ivano Casella**, Trade Counsellor, EU Delegation to Australia  
**Ms Edwina Lewis**, Department of Foreign Affairs and Trade, Canberra  
**Dr Danny Friedmann** (by video), Faculty of Law, University of Macau

- 4.00 – 5.00 pm Panel 3: Agribusiness Innovation and Competition**  
Moderator: **Mr Jonas Rupp**, Adviser, Research, Innovation, Technology, Science, Education, EU Delegation to Australia  
Panelists:  
**Professor Wendy Umberger**, Executive Director, Centre for Global Food and Resources  
**Professor Andrew Lowe**, Director of Food Innovation, Faculty of Sciences  
**Ms Catherine Sayer**, CEO, Food South Australia  
**Dr Mirjana Prica**, Managing Director, Food Industry Australia Ltd
- 5.00 – 5.05 pm Wrap-Up and Close: Mr Ivano Casella**
- 5.05 – 5.45 pm Networking Reception with a “spritz”**