

PROGRAMME



EuropeanPetFood

ANNUAL CONGRESS

2026

Future-Ready Pet Food: Policy, Innovation and Consumers for the Next Decade

10 June 2026

14:00 - 17:30

Cardo Hotel, Brussels

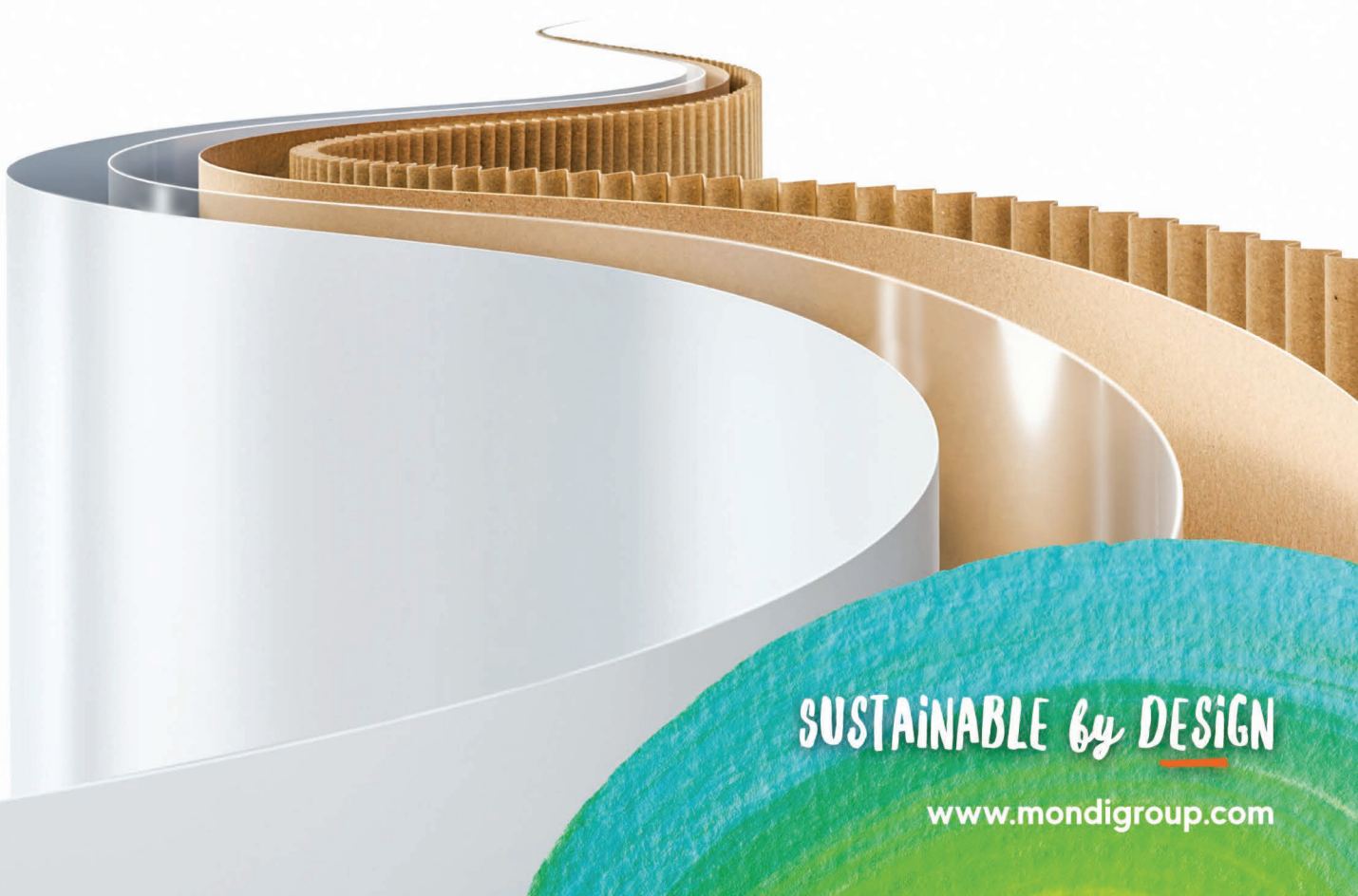
www.europeanpetfood.org

FEDIAF Annual Congress 2026 Platinum Sponsor



**THERE'S MORE
THAN ONE PATH TO
SUSTAINABILITY**

Let's map yours!



SUSTAINABLE *by* DESIGN

www.mondigroup.com

14:00-14:15

Opening and Welcome

A strategic address speaking on behalf of an industry that feeds millions of pets across Europe and plays a significant role in the continent's agricultural, manufacturing, and innovation landscape. The address will give voice to concerns shared across the sector: regulatory frameworks struggling to keep pace with scientific progress, lengthy approval pathways for safe and innovative ingredients, and a global competitive environment in which Europe must move faster and more decisively.

Rosa Carbonell

FEDIAF Vice-President

14:15-15:15

Session 1

The Future of Pet Food: Innovation and Regulation, Moving Forward Together?

As the pet food industry accelerates toward a new generation of ingredients, formulations, and production methods, this session asks a critical question: can innovation and regulation move forward together? Senior voices from EU institutions, industry associations, and pioneering manufacturers explore feed additives, novel ingredients, and whether the EU's approval pathways are fit for the decade ahead.

KEYNOTE SPEAKER

Claire Bury - *Deputy Director General, DG SANTE, European Commission*

PANELLISTS

David John - *Regulatory Director, FEFANA*

Matthew Elliott - *Scientific & Regulatory Affairs Manager, Mars Petcare*

Owen Ensor - *CEO, Meatly*

15:15-15:30

Sponsor impact presentation

PPWR & Petfood: the practical implications of this systemic change

Carlos Trubacz

Head of Product Sustainability, Flexible Packaging - Mondi Group

15:30-16:00

Coffee Break

16:00-17:10

Session 2

The European Consumer of 2030 and beyond

Who will be buying pet food in 2030 and what will they expect? As Gen Z and Gen Alpha emerge as the dominant consumer cohort, their relationship with pets, brands, and purchasing decisions is redefining the rules of engagement. This session examines the premium vs. value tension, the accelerating influence of digital platforms, AI-driven personalisation, and new standards of brand transparency — and asks what it will take for companies to genuinely future-proof their consumer relationships.

SPEAKERS

Herman Konings - *Trend Analyst & Consumer Psychologist*

Liseth Galvis-Corfe - *Consultant, Euromonitor*

Maud Hua-Bulteau - *Consumer Insights Lead, Nestlé Purina*

17:10-17:25

Conclusions 2030 and Beyond

SPEAKERS

Milica Jevtic - *Secretary General, FEDIAF*

Greg van Praagh - *President, FEDIAF*

17:30-19:00

Networking Cocktail (Foyer)

19:30-22:30

Dinner (Gritto Restaurant)

Registered and confirmed guests only



FERMENTALG®

Algal solutions for Pet Health & Nutrition



ORIGINS™ Sustainable Omega-3s



Kalveā™ Functional Proteins & Peptides



Distributed by

At Fermentalg, we believe the **future of pet nutrition** lies in science-based, sustainable and resilient ingredient solutions. By unlocking the extraordinary potential of microalgae through fermentation, we develop **innovative BioSolutions** that support animal health while contributing to the preservation of marine biodiversity and more secure supply chains.

Our pet nutrition portfolio includes **ORIGINS™**, a potent algal source of **omega-3s** delivering excellent stability and palatability in pet food applications while supporting key pet health benefits including cognition, vision, skin & coat, mobility and cardiovascular health.

Fermentalg also proposes **Kalveā®**, a new generation of hydrolyzed microalgae proteins and peptides designed to provide digestible, **hypoallergenic protein solutions** for future-ready pet nutrition.

Produced by fermentation in Europe, **ORIGINS™** and **Kalveā®** offer **consistent quality, traceability and supply reliability**.

As a European biotechnology company, Fermentalg is proud to support FEDIAF's mission to advance safe, nutritious and sustainable pet food, and to contribute to shaping the next decade of innovation for the pet food industry. Together with our distribution partner IQI Trusted Petfood Ingredients, we are committed to delivering reliable, science-based and sustainable ingredient solutions that help meet evolving industry and consumer expectations

Tél. + 33 (0)5 57 250 220 | www.fermentalg.com | 4 rue rivière, 33500 Libourne, FRANCE



dsm-firmenich



Claire Bury

Deputy Director General
European Commission DG SANTE



Claire Bury is currently Deputy Director-General in DG Health and Food Safety with responsibility for food safety and sustainability. She is also a Visiting Professor at the College of Europe in Bruges. She was previously Deputy Director-General for the Digital Single Market in DG Communications Networks, Content and Technology and Director of Modernisation of the Single Market in Directorate General Internal Market, Industry, Entrepreneurship and SMEs. Before that, she was Head of Unit for Company Law, Corporate Governance and Financial Crime in Directorate General Internal Market and Services, and Deputy Head of Cabinet to Internal Market Commissioners Charlie McCreevy and Frits Bolkestein.

Rosa Carbonell

*Vice-President and former President
FEDIAF*



Rosa is Head of B2B & Veterinary Affairs at Nestlé Purina PetCare. She holds a Veterinary Degree University Autònoma of Barcelona (UAB) and an MBA. In 2005, she also pursued a Managing Development Program (PDD) at IESE Business School. She has been working at Nestlé Purina PetCare since 2003 and is Head of B2B M & Veterinary Affairs Zone Europe. She has over 20 years of experience in the PetCare industry in pet food and pharmaceutical companies. She also has a proven track record in National Trade Associations and in the IESE Women management forum. From June 2022 to June 2026 Rosa was the President of FEDIAF. She is currently FEDIAF Vice-President and member of the Board of Directors.



Matthew Elliott

Scientific and Regulatory Affairs Manager
Mars Pet Nutrition

Matt holds a doctorate in Chemistry and brings over 20 years of extensive experience in the pet food industry. His career spans diverse roles including material science, product development, quality assurance, and for the past eight years, regulatory affairs.

Matt currently serves as the Chairperson of the Additives and Undesirable Substances Working Group at FEDIAF, the European Pet Food Industry Federation, and is also the Chairman of UK Pet Food. Based in the UK, he is recognized for his expertise in regulatory frameworks and his leadership within the pet food sector.



Owen Ensor

CEO
Meatly

Owen is the CEO of Meatly, the first company in Europe to ever sell cultivated meat. He was previously a consultant at Bain and Company, and ran one of the first insect-protein facilities globally.



Liseth Galvis-Corfe

Consultant
Euromonitor

Liseth is a Consultant at Euromonitor International, based in London, with a focus on Pet Care and Food & Nutrition industries. Liseth provides strategic consumer insights of the pet care industry. In her research she focuses on Southern Europe while maintaining a broader view of the European market. Liseth has a deep interest in how trends in human consumption shape the pet care landscape

Maud Hua-Bulteau

Consumer Insights Lead
Nestle Purina Petcare



Maud is a Consumer Insights Lead at Nestle Purina Petcare in Europe, with over 10 years of experience in the petcare category.

She specializes in understanding evolving pet owner needs and translating them into innovation and growth strategies. Her work spans segmentation, trends, and future foresight to help shape the next generation of petcare solutions.

Milica Jevtic

Secretary general
FEDIAF



Milica is the Secretary General of FEDIAF since November 2025. With a Master's degree in Business Communication from the Université Libre de Bruxelles, she brings almost 20 years of experience in EU public affairs, advocacy and association management, having built her career within Brussels-based European industry federations such as the European Fruit Juice Association (AIJN) and the European Cider and Fruit Wine Association (AICV). She is recognised for her collaborative approach, strategic thinking, and commitment to building consensus among diverse stakeholders.



David John

Regulatory Director
FEFANA

With a degree in Agricultural Chemistry, David began his career in research, first in large animal metabolism and later in ecotoxicology. He brings over 15 years of regulatory expertise from his time at AnimalhealthEurope, where he played key roles in the revision of the veterinary medicine and medicated feed regulations, managed responsibilities for feed-related projects, and contributed to the FEFANA-led Feed Chain Stakeholder Task Force on the revision of the feed additives regulation.

Since September 2025 he has been the Regulatory Director at FEFANA.



Herman Konings

Change psychologist | Trend analyst

Herman is a Master in Theoretical Psychology (Catholic University of Leuven) and managing director of the Antwerp agency for trend analysis and future research Pocket Marketing/nXt.

As a trend analyst and change psychologist Herman regularly offers advice, runs workshops and gives lectures for companies, societies, governments and higher education about changes in trends and expectations for the future.



ANNUAL CONGRESS

2026

Greg van Praagh

*President
FEDIAF*



Greg Van Praagh has extensive experience at the intersection of pet food manufacturing, trade association leadership, and regulatory engagement. A co-founder of Benyfit Natural – a pioneering commercial raw pet food brand now part of the Snellman family – he served as Managing Director and subsequently as Head of UK & Europe at the Real Pet Food Company (RPFC).

Van Praagh has been a prominent figure in UK and European pet food policy for nearly a decade. He served as Chairman of the Pet Food Manufacturers' Association (PFMA) – now UK Pet Food – and was the first chairman to come from the commercial raw pet food sector. He has been an active member of the FEDIAF Board of Directors since his election to the Board in 2024.