

INVITATION



Hôtel le Méridien,
1 Promenade des Anglais, Nice



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Dear dairy colleagues,

Join the annual get-together of the European 'lactosphère' and block the date of the unmissable **2016 EDA Convention in Nice (France)**, on the stunning French Riviera, from **1st to 3rd December 2016***.

The European Dairy Association (EDA), Assifonte and the Association of French Milk Processors (ATLA), are eager to welcome you to the **EDA Convention 2016** under the overall theme '**European Dairy Ambition**'.

Without a doubt, France's geography, history, culture and economy have made it a real "land of milk". The result is a unique dairy heritage and an industry with firm roots nationwide that flourishes in France, Europe and beyond.

Under this theme of '**European Dairy Ambition**', we invite you to be part of our white think tank, to discover and discuss the future role and approach of European Dairy in our globalized dairy world and to make the most of a unique opportunity to meet and exchange with other key dairy players from all over Europe.

And what better city to do so in than Nice, whose name originates from Nike, the Greek goddess of victory!

Our 2016 Convention, held in English and French, promises to provide you with enriching presentations from outstanding speakers - the list of confirmed speakers for the first session includes EU Commissioner **Phil Hogan**, **Annikka Hurme** (CEO Valio Oy), **Daniel Jaouen** (CEO Lactalis), **Peter Stahl** (CEO Hochland SE and chair of MIV), and **Peder Tuborgh** (CEO Arla Foods amba).

Come and discover Nice and its beautiful surroundings through exciting evening events and social tours. The Welcome Reception holds more than a few surprises and, together with the Gala dinner, will provide you with an excellent opportunity to connect to the world of dairy. Join us for "dairy takeover" week in Nice, with other events also planned by the French dairy sector for you, the general public and in schools.

Our EDA convention 2016 is THE dairy event to be a part of - registration is now open.

Book at www.eda2016.eu by 31st July 2016 to benefit from early bird rates. Visit the website for even more information on hotel reservations and the programme.

We look forward to seeing you in Nice - connect to the world of dairy!

Michel Nalet
EDA President



Ludwig Rupp
Assifonte President



Olivier Picot
ATLA President



*Please note that all EDA/Assifonte Business Meetings will take place on Wednesday 30th November and Thursday 1st December, prior to the Convention.