



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

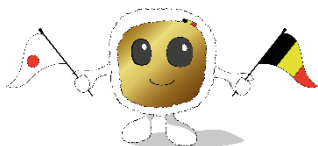
18:15-21:00 Networking dinner "A taste of Belgium"

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

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





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Tuesday 10th June

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

Wednesday 11th June

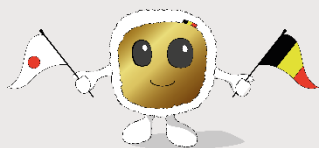
VIP tour of the Expo with focus on food & health

Thursday 12th June

10:00-14:00 We’re Smart[®] 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



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Contact

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