



New Food Conference – media event invitation

Dear colleagues,

The 2022 edition of the **New Food Conference** (NFC) will be kicking off in a few days – and is already attracting substantial interest! We are pleased to invite you to the opening media event, which will include the following:

- A **condensed overview** of the major topics of the conference, including plant-based and cultured meat, fish, and dairy products.
- The **opportunity to engage with** some of the speakers in advance and pose your questions. Participants will include:
 - **Henrik Lund**, CEO of the plant-based-milk producer **Naturli' Foods**
 - **Alan Iván Ramos**, founder and CEO of the biotech start-up **Libre Foods**, which produces meat alternatives from fermented mushrooms
 - **Daan Luining**, CTO of the biotech company **Meatable**, which specialises in cultured meat
 - **Sebastian Rakers**, CEO of the start-up **Bluu Seafood**, which produces cultured fish
- The opportunity to **network** with key industry representatives from the plant-based sector.
- A delicious **new-food breakfast**, including coffee, plant-based milk, and rolls with vegan cheese and sausage delicacies.

What?	New Food Conference opening media event
When?	8.15–9 am, 29 September 2022
Where?	AXICA Congress and Convention Centre, Pariser Platz 3, Berlin
and online	
Organiser	ProVeg International
Language	Englisch
Contact	Lena Renz, ProVeg International
Website	new-food-conference.com

The media event and all presentations from the NFC will be broadcast live. Participation is possible both live and online. Recordings of the event will be available for 90 days after the event for those who attend the event online or in-person.

Accreditation for the New Food Conference

If you are not yet registered and don't want to miss this key food-industry event, you can register for the NFC free of charge here: newfoodconference@proveg.com. You are also kindly invited to join us for lunch and coffee.

**Accreditation for the media event**

You can collect your accreditation for the media event on site from 8 am. If you cannot attend in person, online access to the press conference is available on registration. Media representatives and journalists need to register in advance by sending an email to newfoodconference@proveg.com.

We also invite you to join us for an evening networking session on the first day of the conference. Take this opportunity to engage with guests and speakers over snacks and drinks, from 6 pm.

Programme info: new-food-conference.com/berlin/programme

Kind regards

Lena Renz

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About ProVeg

ProVeg International is a food awareness organisation working to transform the global food system by replacing animal-based products with plant-based and cultured alternatives.

ProVeg works with decision-making bodies, companies, investors, the media, and the general public to help the world transition to a society and economy that are less reliant on animal agriculture and more sustainable for all humans, animals, and our planet.

ProVeg has offices in nine countries across four continents and is active around the world. ProVeg has permanent observer status with the UNFCCC, special consultative status with ECOSOC, is accredited for UNEA, and has received the United Nations' Momentum for Change Award.