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Our Reference:

Date: Nov. 22, 2013

## **HFFA Annual Meeting, Berlin, January 15-16, 2014**

*Topic: "Innovations in the Food Chain: Risk Assessment, Perception,  
Communication and Acceptance"*

Conference venue: Hotel Aquino

Hannoversche Str. 5b, D-10115 Berlin-Mitte

phone: +49-30-284-86-0; [www.hotel-aquino.de](http://www.hotel-aquino.de)

### ***Wednesday, January 15:***

**12:00 - 18:00 Registration**

**15:00 - 16:30 Annual business meeting of HFFA e. V. (members only)**

**18:00 - 20:00 Opening Session**

**Harald von Witzke, President, HFFA:**

***Welcome***

**Keynote Speech**

**Patrick Moore, Chairman, Greenspirit Strategies, and founding  
member of Greenpeace:**

***Confessions of a Greenpeace dropout***

**20:00 - 21:30 Reception and conference dinner**

**21:30 - 22:15 Film by Michael Miersch:**

***"Und ewig sterben die Wälder"***

**Thursday, January 16:**

- 08:30 - 09:30**      **Session 1**  
**Geoff Lean**, Agricultural Journalist, United Kingdom (tbc)
- 09:30 - 10:30**      **Session 2**  
**Michael Miersch**, Science Editor, FOCUS Magazine München  
***Everything is poisoned: how food scandals are produced – a journalist’s experience***
- 10:30 - 11:00**      **Coffee break**
- 11:00 - 12:00**      **Session 3**  
**Dr. Klaus von Gebmer**, International Food Policy Research Institute, Washington, D.C., USA
- 12:00 - 13:00**      **Session 4**  
**Dr. Suzan Fiack**, Head of Unit 23 „Press and Public Relations“, Federal Institute for Risk Assessment, Berlin, Germany  
***Perception, management, and communication of risks – a public agency’s view***
- 13:00 - 14:00**      **Lunch**
- 14:00 - 15:00**      **Session 5**  
**Hugh Kellett**, freelance journalist, Cambridge, UK  
***I have a dream: successful communication strategies – a PR experts view***
- 14:00 - 15:00**      **Session 6**  
**Tobias Haase**, Filmakademie Ludwigsburg (The Collision-Prevent-Assist-System of Mercedes in a new and controversial light) in discussion with **Heiko Wiese** and **Cornelius Winter**, Agentur Zum Goldenen Hirschen, Berlin (advertising campaign of the German Farmers’ Union)  
***Communicating via social media: creativity, courage and agriculture – an oxymoron?***
- 15:00 - 16:00**      **Session 7**  
**Prof. Dr. Klaus Ammann**, University of Bern, Switzerland  
***Anxiety over agricultural biotechnology and its causes***
- 16:45**                **Transfer to ICC Berlin, opening of the Green Week followed by reception**