



EUROPEAN MARGARINE ASSOCIATION

A background image of a Ferris wheel with teal-colored beams and glass-enclosed passenger cars, set against a clear blue sky with some light clouds. The text is overlaid on the left side of the image.

IMACE GENERAL ASSEMBLY 2026

March 27th 2026, Brussels

**imace**

EUROPEAN MARGARINE ASSOCIATION



2026 Speakers Programme



Geopolitics, Policy and Ideologies: Navigating the Road Ahead

In a world marked by rapid geopolitical shifts, evolving EU priorities, and increasing challenges to evidence-based nutrition, this year's Assembly will explore how our sector can continue to navigate change with resilience, transparency, and scientific integrity.

2026 Speakers Programme



8h30 - 8h40

Ms. Siska Pottie, Secretary General IMACE

Welcome

8h40 - 9h25

Prof. Dr. Trisha Meyer, Digital Governance and Participation at Brussels School of Governance (BSoG), Vrije Universiteit Brussel

“Disinformation dynamics, risks and responses: how online narratives impact trust in science and democracy”

2026 Speakers Programme



9h25 - 10h10 **Ms. Kenia Fita Capdevila**, Content & Outreach Manager
European Food Information Council (EUFIC)

“How to communicate nuance and fact-based info on food and nutrition & counter false narratives & myths.”

10h10 - 10h50 **Coffee break**

10h50 - 11h40 **Mr. Vito Martielli**, Senior Analyst Grains & Oilseeds, Rabobank

“Outlook global oil crop markets & geo-political & sustainability impacts”

2026 Speakers Programme



11h40 - 12h15 **Ms. Claire Bury**, Deputy Director-General in DG Health and Food Safety

“Current and forthcoming DG SANTE initiatives related to food, including policies supporting healthier diets”

12h15 - 12h25 **Mr. Herman Betten**, IMACE President, Chief Corporate Affairs & Communications Officer at the Flora Food Group

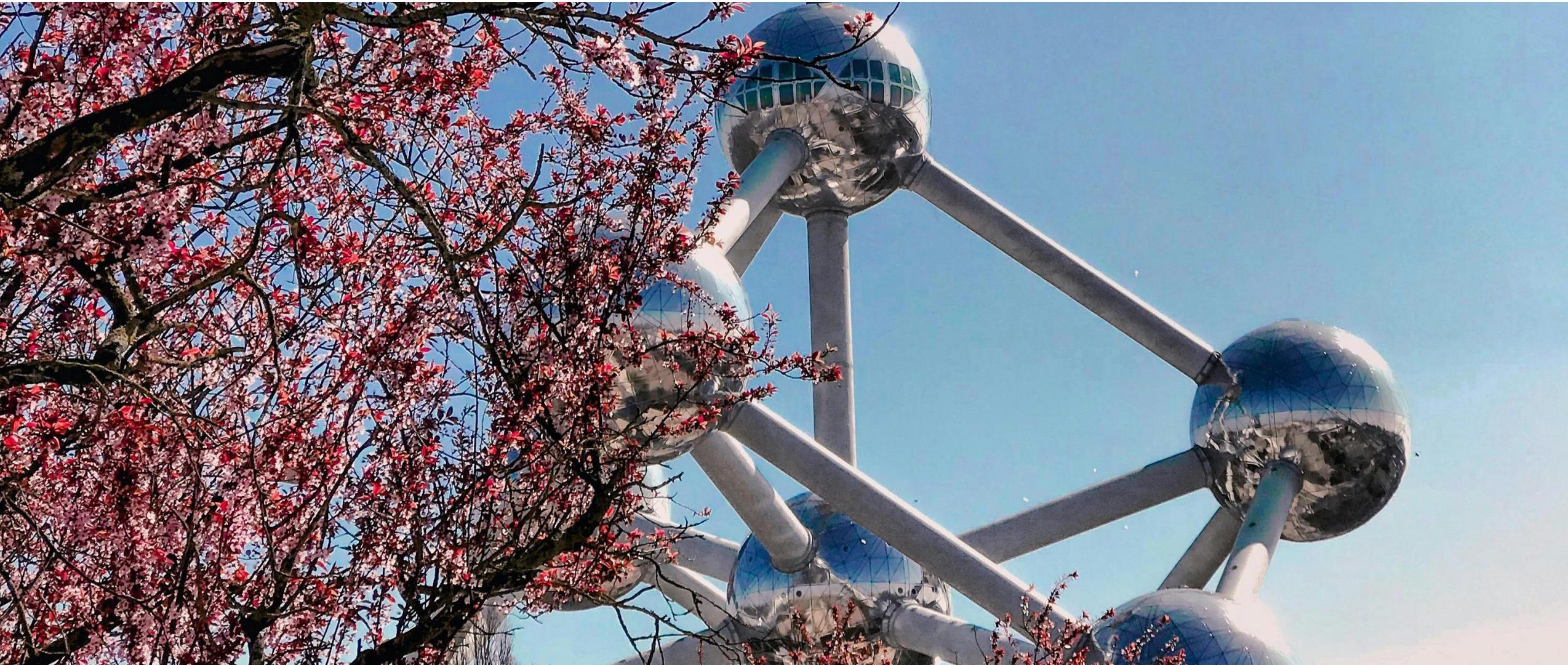
Closing remarks

Closing lunch: 12h30

Speakers presentation



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Prof. Dr. Trisha Meyer



Trisha Meyer is an Associate Professor in Digital Governance and Participation at the Brussels School of Governance of the Vrije Universiteit Brussel, where she leads the Research Centre for Digitalisation, Democracy and Innovation. Trisha is also chair of the Jean Monnet Winter and Summer Schools on EU Policy-Making and principal investigator of EDMO BELUX, a co-funded hub on research, fact-checking and media literacy on online disinformation in Belgium and Luxembourg.

Trisha researches the regulatory push toward and societal consequences of tech platforms taking proactive (automated) measures to moderate online content. A second closely related research strand pertains to participatory governance in digital policy. In recent years, her research has focused on the balancing act necessary when developing responses to tackle disinformation online.

Ms. Kenia Fita Capdevila



With a background in food systems and human nutrition, Kenia leads training initiatives at EUFIC and has trained more than 300 researchers, dietitians, and other stakeholders in effective food and health science communication. She has also delivered sessions on misinformation and on healthy, sustainable eating for organisations such as the European Parliament and the European Commission, reflecting her strong commitment to improving science communication and countering misinformation in the food and nutrition domain.

Mr. Vito Martielli



Vito Martielli is working as Senior Grains and Oilseeds analyst for Rabobank at Rabo Research Food & Agribusiness department in the Netherlands, since 2005. As expert in grains, oilseeds, meat and vegetable oils, Mr. Martielli has taken part to business trips and was invited to speak in global conferences in Europe, Americas, Asia, Africa and Oceania. His job is mainly focused on the assessment of the business risks for Rabobank and on the evaluation of business opportunities for internal and external clients.

He holds a degree in Business Administration from Bocconi University in Milan (Italy) and an International Ph.D. from Faculty of Agriculture of University of Basilicata (Italy) and in cooperation with Wageningen University (the Netherlands).

Ms. Claire Bury



Before her current role as Deputy Director-General in DG Health and Food Safety with responsibility for food safety and sustainability, Claire was Deputy Director-General for the Digital Single Market in DG Communications Networks, Content and Technology. She was also Director of Modernisation of the Single Market in Directorate General Internal Market, Industry, Entrepreneurship and SMEs. From 2016-2022 she was visiting Professor for the Digital Single Market at the College of Europe in Bruges.

She has also been 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.

A barrister by training, she worked in the Commission's Legal Service and, before coming to Brussels, in private practice and the UK Foreign and Commonwealth Office.

Looking forward to meeting
you again in Brussels!

