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Digital in Practice Programme: Sustainable growth: Green Deal and data strategy, the twin engine of European farming?

Speaker Bios

▶▶ **Pekka Pesonen**
Secretary General at Copa-Cogeca



Mr Pekka Pesonen is the Secretary General of Copa, representing European farmers, and Cogeca, representing European agri-cooperatives which together count more than 70 national farming organizations from across Europe. Previously, he worked as State Secretary for the Finnish Ministry for Agriculture and Forestry. In addition, Mr Pesonen has extensive professional experience in lobbying at EU level on behalf of Finnish farmers, forest owners (MTK and SLC) and agri-forestry cooperatives (Pellervo). In the 1990s, he worked in the sales and marketing department of Valio, a Finnish dairy company. Mr Pesonen has also been a member of several high-level advisory groups concerning EU policy preparation. He is a qualified agronomist and is married with three teenage children.

▶▶ **Elli Tsiforou**
Director General at Gaia Epicheirein



Elli TSIFOROU is the Director General of GAIA EPICHEIREIN, a broad coalition between agri-cooperatives & farmers that have teamed up with partners from the IT sector (NEUROPUBLIC SA) and the banking sector (PIRAEUS BANK GROUP), sharing a common vision of a more sustainable and competitive Greek agriculture based on knowledge and innovation.

Since January 2020, Elli is the Chairwoman of the Cooperative Coordination Committee (CCC) at COGECAs (General Committee for Agricultural Cooperation in the European Union), the European umbrella organization representing 22000 agri-cooperatives.

Between 2015-2019 she was the Head of the Brussels Office of GAIA EPICHEIREIN and the Permanent Representative of the Greek delegation in the European farmer & agri-cooperative organizations COPA & COGECAs.

Elli has studied Communication & Media in Greece and in France and has worked for more than 10 years as policy advisor on agriculture and rural development at the European and the Hellenic Parliament. She was also Chief of Staff to the cabinet of the Minister of Culture and Tourism during the Caretaker Government in 2012. She has participated in congresses, written articles and published translations mainly in the fields of media theory, political communication and agricultural policy.

▶▶ **Tassos Haniotis**

Director Strategy, Simplification and Policy Analysis Directorate General for Agriculture and Rural Development European Commission



Tassos Haniotis is Director for "Strategy, Simplification and Policy Analysis" in the DG for Agriculture and Rural development of the European Commission. During his 30-year career in the European Commission he has also held posts as Acting Director for Direct Payments, Head of Unit in the Agricultural Policy Analysis and Perspectives Unit and the Agricultural Trade Policy Analysis Unit in DG AGRI, as Deputy Head of Cabinet of former European Commissioner for Agriculture Franz Fischler, and as Agricultural Counsellor in the European Commission's Delegation in the US.

Tassos holds Ph.D. and M.S. degrees in Agricultural Economics from the University of Georgia in the U.S., and a B.A. in Economics from the Athens University of Economics and Business in his native Greece, and was a visiting

Fellow at the Centre for European Agricultural Studies, Wye College, University of London.

A member of the Executive of the International Agricultural Trade Research Consortium during 2012-14, Tassos currently represents the European Commission in the G20's Rapid Response Forum, which he will Chair in 2020-21.

▶▶ **Alexandre Teillet**

Head of EMEA, The Climate Corporation at Bayer



Alexandre Teillet is the EMEA lead for The Climate Corporation – a subsidiary of Bayer. He joined the company in November 2016 and is passionate about helping farmers improve their profitability by making better-informed operating decisions to get the maximum return from each hectare.

Mr. Teillet has more than 20 years of agriculture experience and has held a variety of technical and commercial positions within Bayer. He is highly passionate about agriculture innovation and strives to deliver farmers sustainable solutions in the face of modern challenges. He received his agriculture engineering degree from Ecole De PURPAN. When he is not traveling for business, he enjoys a game of squash, riding his motorbike in the

Swiss Alps or enjoying the great wines of Bordeaux with family and friends.

▶▶ **Claire Richaud**
Policy Officer Agriculture and New technologies at MSD Animal Health



Claire recently joined MSD as Agriculture and New technologies officer. Claire started her carrier in Public Affairs at the French Ministry of Environment's cabinet in 2014 specializing in biodiversity regulations. Subsequently she has held various policy roles in Paris and Brussels based organizations focusing on animal health and agriculture. She is active in the startup environment and developed food and agtech projects, from customer centric digital supermarkets to blockchain applied to food systems. Former NGO president, she is committed in providing access to customers to a clear and transparent information on food. Claire Richaud holds a double degree on food policies, from Sciences-Po and Ecole nationale des services vétérinaires, in France. She is also an animal lover and a ps4 fanatic. Spoken languages: French/English/Spanish.

▶▶ **François Lienard**
Senior EU Affairs Advisor at Schuttelaar & Partners



In his 10 years in Brussels, Mr. Lienard has gained experience in public affairs and project management, especially regarding EU research & innovation funding programmes.

He worked for a variety of actors ranging from specialized consultancy, regional representation office, trade associations and EU institutions involved in the renewable energy, transport and precision agriculture sectors. He is currently responsible for the dissemination & outreach of a large-scale pilot project on Smart Agriculture: IoF2020.eu.

This debate will be held under the Chatham House rule.