

THIS IS FUR 2020

21-23 JANUARY 2020
EUROPEAN PARLIAMENT,
ASP BUILDING, 3rd FLOOR HALL

The European fur community comes to Brussels to present our trade to EU politicians, and demonstrate the circular qualities of natural fur.

TUESDAY 21 JANUARY

PARTICIPANTS

10:00 THE 'THIS IS FUR' STAND OPENS

13:00 OPENING SPEECHES

Søren Gade MEP, RENEW Europe, Denmark
John Papsø, Chairman, Fur Europe

13:30 PANEL DEBATE

THE SCIENTIFIC BASIS OF WELFUR ANIMAL
WELFARE ASSESSMENT

Søren Gade MEP, RENEW Europe, Denmark
Steen Henrik Møller,
Department of Animal Science, Aarhus University
Kenneth Ingman, Fur farmer

Moderated by Dave Keating, France

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WEDNESDAY 22 JANUARY

PARTICIPANTS

10:00 THE 'THIS IS FUR' STAND OPENS

13:30 PRESENTATION
SUSTAINABLE FUR FROM
STRATEGY TO DELIVERY

Pietro Fiocchi MEP, ECR, Italy
Mette Lykke Nielsen, CEO, Fur Europe
Jussi Peura, Visiting researcher, Swedish University
of Agricultural Sciences
Peter Foged Larsen, Head of Research, Copenhagen
Fur

THURSDAY 23 JANUARY

PARTICIPANTS

10:00 THE 'THIS IS FUR' STAND OPENS

13.30 PANEL DEBATE

CERTIFICATION ACROSS THE FUR VALUE CHAIN

Moderated by Dave Keating, France 24

Keynote speaker Maria Spyraiki MEP, EPP, Greece

Panellists:

Mark Oaten, CEO, International Fur Federation
Alexandre Capelli, Group Environmental Senior Manager,
LVMH

Myriam Buenaventura, Founder & Owner, Myriam
Buenaventura Peletera

*** Across the three days, furrier Christina Liana sets up a workshop at the stand to demonstrate in practice the long-lasting qualities of natural fur.

renew europe.

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Innovating Heritage Responsibly