PRESS RELEASE: Fedima brings together Europe's bakery sector in Brussels for its 2025 General Assembly

The event explored the major shifts shaping the future of Europe's bakery sector, from EU regulation and digital transformation, to geopolitics, trade, and nutritional science.

Brussels, 19 June 2025 – Fedima the Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries, held its 2025 General Assembly in Brussels, Belgium, from 16 to 18 June, bringing together voices from across the European bakery sector to discuss shared challenges and priorities and strengthen collaboration.

As the voice of the bakery and pastry ingredients industry in Europe, Fedima represents almost 27,000 direct employees and 200 companies across Europe defends the interests of 13 national associations. Through strong engagement at EU level, it works to shape a regulatory framework that supports sustainability, innovation, and the continued growth and positive reputation of the European bread and pastry sector.

Reflecting on the week, Fedima President Thomas Lesaffre highlighted: "With all our 13 member associations represented in Brussels, the heart of our Federation, this Assembly was a powerful reminder of the energy, expertise, and shared purpose that define our community. The strength that comes from working together, across national associations, committees, and partners, is key to navigating today's complex landscape and setting a renewed course for the sector".

The three-day programme included visits to EU institutions, a full schedule of Fedima committee meetings and thematic discussions. Key themes shaping the future of the bakery sector were addressed by a range of speakers. Michael Lippens (TraceGains) and Lewis Rogers-Duffield (Baker & Baker) discussed the practical impact of digital tools and artificial intelligence on supplier management and sector efficiency. Cyrille Filott (Rabobank) explored how shifting geopolitical dynamics are influencing global trade and food supply chains. Dirk Ketele (Flanders' FOOD) and Mick Bremans (Mariën Meesterbakkers) offered a glimpse into the future of craftsmanship through mobile cobot technology. The programme concluded with Dr. Amanda Lloyd (Aberystwyth University), introduced by Edward Burt from the Welsh Government, who presented innovative insights into nutrition-focused baking through the Future Foods concept.

During an exchange with Fedima's President Thomas Lesaffre and Vice-President Juan Carlos Puente, Dirk Jacobs, Director General of FoodDrinkEurope, emphasised the baked goods sector's key contribution in ensuring Europe's food security and economic strength. He stated: "Delicious, healthy bread is a cornerstone of European food security. Policymakers need to support the entire value chain behind it, from sourcing to consumers, to ensure nutritious bread remains accessible for all".

This year's General Assembly, sponsored by TraceGains, Kerry, and the Welsh Government, was attended by over 90 participants, including Bread Initiative partners, other European stakeholders, and representatives from all Fedima's national member associations across Europe. To round off the experience, participants enjoyed a cultural tour of Brussels' iconic Art Nouveau architecture and its famous chocolateries and bakeries.

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About Fedima

Fedima is the Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries, and is composed of national associations across 13 countries. Fedima represents an estimated of 27,000 direct employees across Europe and represents approximately 7 billion EUR in annual turnover. For more information, please visit Fedima's website: www.fedima.org.

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