

# Donau Soja General Assembly & Networking Event 2026



11 June 2026

Reitersaal OeKB, Vienna

MEMBERS ONLY

8:30 - 9:30

## Welcome coffee

9:30 - 11:30

## General Assembly

- Annual report on the organisational activities 2025 and outlook 2026
- Donau Soja in action: Delivering value beyond certification
- Election of the association bodies

11:30- 13:30

## Networking lunch

13:30 - 14:20

## Panel: Reshaping Europe's protein supply: Market forces in the new policy landscape

*Shifts in Europe's protein market dynamics are driven by new EU policy frameworks and geopolitical developments. This panel will explore key trends and how stakeholders across the value chain can adapt to the future of Europe's protein supply.*

- Koen Dillen, Head of Unit European Commission
- Matthias Krön, President, Donau Soja
- Rene van der Poel, General Manager, ADM Straubing

Moderator: Susanne Fromwald, Donau Soja

14:20 - 15:00

## Sessions: The Donau Soja Toolkit: From compliance to competitive advantage

*This session presents Donau Soja solutions in supporting members & partners highlighting practical services that turn sustainability and regulatory requirements into business value and market advantage.*

- Matthias Mohrs, Donau Soja: Carbon footprint tools in action
- Milica Motika, Donau Soja: Stay ahead of EUDR with Crop Insights
- Mirjana Lalošević, Donau Soja: Where expertise meets real field impact

Moderator: Jovana Djisalov, Donau Soja

15:00 - 15:45

## Coffee break

15:45 - 16:30

## Panel: Climate-smart approaches in European soybean farming

*This panel explores how changing climatic conditions are impacting soya production in Europe and highlights experts and farmers insights and practical strategies to protect yields and strengthen soybean farming across regions.*

- Petra Mejjic, Chief Precision Agriculture Engineer, Al Dahra Serbia
- Olena Sobko, CEO, SOJbeam (Ukraine)
- Christian Gaisböck, Managing director, MFG Deutsche Saatgut GmbH

Moderator: Mirjana Lalošević, Donau Soja

16:30 - 17:15

**Panel: Plant-based protein foods: Europe Soya powering food innovation**

*This panel examines the growth of soy-and legume-based products and meat alternatives in Europe- highlighting market trends, consumer expectations, and the role of European soy and the Europe Soya label driving food innovation and sustainability.*

- Dr. George Kintiras, Senior director CD&D Savory EMEA, ADM
- Leopold Rittler, Head of Strategic Affairs, The New Originals Company GmbH
- Karl Severin Traugott, CEO, Genusskoarl GmbH

Moderator: Karin Geppl, Donau Soja

18:30 - 22:00

**Networking Dinner | Restaurant Sofitel**

*For registered participants only*