

15 May 2024 14:00–16:00 EST, Hyatt Hotel | Toronto

[Registration](#) for WFA members (includes morning [GMW Policy Forum](#) session).  
[Registration](#) for non-WFA members.

### Industry Roundtable: Food marketing regulation in Canada

On the occasion of WFA Global Marketer Week in Toronto, the International Food and Beverage Alliance (IFBA), the Association of Canadian Advertisers (ACA), and the World Federation of Advertisers (WFA) will host an industry roundtable, aligning the global and local industry agendas with a view to navigating the ongoing threat to food marketing-self regulation in Canada.

- 1. WELCOME** 14:00
  - Introductory statement by **Rocco Renaldi, Secretary-General, International Food and Beverage Alliance (IFBA)**, including a scene-setting of the global state of play of food marketing regulation.
  
- 2. LOCAL STATE OF PLAY** 14:10
  - **Judy Davey, VP Media Policy and Marketing Capabilities, ACA** will present on the history of the regulatory threats to food marketing self-regulation in Canada. She will outline how industry has evolved to meet these threats to date with the 2021 launch of the [Code and Guide for the Responsible Advertising of Food and Beverage Products to Children](#).
  - **Erin Bonokoski, Vice President** and **Bridget Howe, Senior Consultant** with **Crestview Strategy** will chart the twin ongoing threats to food marketing self-regulation in Canada which seek to replace the 2021 Code and Guide: the [Health Canada](#) consultation and [Bill C-252](#). They will provide greater clarity on the current industry campaign to meet these challenges.
  
- 3. ROUNDTABLE DISCUSSION** 14.30

Industry representatives will discuss challenges and ongoing strategy with regard to:

  - Alignment of global and local industry outlook on objectives
  - Understanding of the potential impact of any resulting Canadian legislation on the global regulatory dimension
  
- 4. POTENTIAL ACTIONS** 15.30

Industry representatives will agree on stakeholder engagement and awareness raising actions going forward, with clarity on timeline and ownership.
  
- 5. CLOSING REMARKS AND ANY OTHER BUSINESS** 15:55

Note: All benchmarks, survey results, agendas and minutes are reviewed by King & Spalding LLP, our competition lawyers.

#### WFA Competition law compliance policy



The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to.

As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.