

A JOURNAL AT THE INTERSECTION OF LAW, SCIENCE AND POLICY

Today the most important and widespread form of EU regulation in the internal market is concerned with the government of risk to individuals' health and safety. The European Journal of Risk Regulation (EJRR) provides an innovative forum for informed discussion on how these risks are regulated across policy domains in Europe and beyond. The central focus of the journal is the European Law and Policy regulating *inter alia* product (chemicals, food, pharma), financial, insurance and lifestyle risks (nutrition, alcohol, tobacco) as well as risks emerging from technology and third-party threats such as terrorism. The journal adopts a wide definition of regulation, including also innovative forms such as self-, co-regulation and nudges. Its methods extend to disciplines such as law, sociology, political science, risk analysis, economics as well as psychology and cognitive studies.

EJRR strikes a balance between the interests of the practitioners, notably those increasingly engaged in regulatory drafting and advice to the industry, and a more theoretical focus, combining normative articles with timely contributions on legislative and judicial developments, new literature and relevant events.

ISSN: 1867-299X

Aude Mahy (ed.)

NEW

Advertising Food in Europe

A Comparative Analysis



A practical manual on the various national legal requirements pertaining to food advertising in the European Economic Area

A large number of food law matters are differently handled by the various national jurisdictions within and outside of the European Union. This edited volume presents the various national approaches on how foodstuffs ought to be successfully marketed across the European Economic Area. Following a same framework, experienced food lawyers provide practical solutions and handy insight on the thorniest and crucial national aspects of food advertising within their country. The book is therefore conceived as a practical manual, each chapter covering once specific country.

Aude Mahy is a Belgian attorney at law with Loyens & Loeff, specialised in (international) Commercial Law and European and Belgian Food Law. Aude presides the Loyens & Loeff Food & Beverages Team. In this capacity, she advises and assists food business operators on various matters such as Nutrition & Health Claims, labelling issues, market practices & advertising, food safety, placement on the market, importation in the European Union, etc. She is the European Food and Feed Law Review's (EFFL) correspondent for Belgium, an active member of the European Food Law Association (EFLA) and of the Food Lawyers Network (FLN) and is a regular speaker at seminars and conferences on Food Law topics.

Fax: +49-30-81 45 06-22 • E-Mail: info@lexxion.de	
Yes, I would like to order:	Name
copies Advertising Food A Comparative Analysis	Company
Aude Mahy (ed.)	Street
Spring 2014 (estimated) approx. 450 pp.	Postal Code / City / Country
Print: approx. € 159,00 · ISBN 978-3-86965-249-8 E-Book: approx. € 127,20 · ISBN 978-3-86965-250-4	E-Mail
	Date/Sign

Lexxion Verlagsgesellschaft mbH Güntzelstraße 63 · 10717 Berlin Phone: +49-30-81 45 06-0 · Fax: +49-30-81 45 06-22 Mail: info@lexxion.de · www.lexxion.eu





EUROPEAN STRUCTURAL AND INVESTMENT FUNDS JOURNAL

Special Offers

With the new Programming Period 2014–2020, the **European Structural and Investment Funds Journal (EStIF)** responds to the growing need for information exchange between the various stakeholders involved. **EStIF** offers a hands-on expertise platform for structural policy and encourages exchange of knowledge between European institutions and Member States in the field of EU Funds.

EStIF combines specialised articles on:

- The Programming Period 2014–2020
- Management, Implementation & Control of EU Funds
- Practices & Experiences of Member States and Beneficiaries

Articles and Reports from EU Funds Specialists First-Hand News from the EU and Member States Analyses of Recent Legislation and Jurisprudence

EStIF focuses on the practical aspects of **implementation of Structural Funds** in the European Union. The articles are written by experienced specialists from both the European institutions and national as well as regional authorities. The journal aims to reach **representatives of national authorities** responsible for the management, monitoring and control of Structural Funds, as well as **beneficiaries** and **other stakeholders within regional policy**.

Contributions are welcome! For submission details please contact the executive editors Maja Wirbatz or Juliana Veit via **estif@lexxion.eu!**

Order "2 for 1" issues now on our website www.lexxion.eu/estif

Save 10 % as EStIF subscriber!

+++ EU Funds Events +++ EU Funds Events +++

Additionally, Lexxion Publisher organises conferences and trainings in the area of EU Funds. These events offer a perfect platform to discuss challenges of the implementation, management and control of EU Funds. Use this opportunity to share experiences and practices with experts from EU institutions and Member States!



More information on trainings and conferences on: www.lexxion.eu/trainings and www.lexxion.eu/conferences



4 issues/year · approx. 60 pages/ issue · ISSN 21 96-82 68 annual subscription print + online: € 225,- (excl. VAT) www.lexxion.eu/estif

Editorial Board

Dirk Ahner former Director-General of the DG Regional and Urban Policy

Björn Gabriel European Investment Bank

Danuta Hübner Member of the European Parliament

Philip McCann University of Groningen

Rona Michie University of Strathclyde

Phedon Nicolaides College of Europe

Kjell Nilsson Nordregio

Rob Peters European Commission

Wolfgang Petzold Committee of the Regions

Martin Weber European Court of Auditors

Fiona Wishlade University of Strathclyde

Piotr Zuber Former Director in the Ministry of Regional Development, Poland



www.lexxion.eu/training



Conferences, Seminars & Trainings

Food Law EFFL Seminar: Controls in the Food Industry: What Is New and How to Be Prepared? Legislative framework Implementation and organization at national level How to be prepared: The importance of technical expertise How to be ready to face a control? Recommendations and checklist September 2014, Brussels	European State Aid Law Conferences	
 8th International EFFL Conference: Food Information to Consumers – Ready to take up the Challenge Official Insights and EU Mechanisms The Players in the Field Specific Labelling Requirements and Advertising 16-17 October 2014, Vienna 	□ European State Aid Control: Procedures, State Aid Modernisation & ESI Funds in Compliance with State Aid 29-30 September 2014, Sofia □ EStALI Autumn Conference 4-5 December 2014, Vienna	
 □ EFFL Autumn College – Advanced Session November 2014, Brussels □ EFFL Seminar: Borderline Food Products – Law & Strategy • Regulatory Overview • Case law on EU and national level • Requalification (IP, Tax and Customs aspects) 25 November 2014, Brussels 	European Networks Law Regulation ☐ ENLR Workshop: Regulation of Water Services in the EU and Member States, November 2014, Brussels Public Procurement & PPPs ☐ Workshop: Fraud & Corruption in Public Procurement 20-21 October 2014, Berlin	
More information? Return via Fax: +49(0)30-8145 0622 or e-mail: info@lexxion.de		
☐ Please send more information about the chosen event/s to me.	Name Institution	
Lexxion Verlagsgesellschaft mbH Güntzelstraße 63 D- 10717 Berlin Tel: +49(0)30–8145 060 Fax: +49(0)30–8145 0622 e-mail: info@lexxion.de www.lexxion.eu/conferences	Address Postal Code / Country E-Mail Date/Signature	