

Illicit Trade in Food and Beverages: Protecting Markets, Consumers and Trust

Panel Discussion



DATE

8 July 2026



TIME

14:30 – 15:45 CET



VENUE

WTO Headquarters • Room F

Illicit trade in food and beverages – from counterfeit spirits and olive oil to fraudulently labelled agricultural inputs – pose a serious and growing threat to public health, consumer safety, and the integrity of global markets. As documented by the WTO Secretariat in its study *Illicit Trade in Food and Food Fraud*, these practices distort trade and undermine legitimate business across supply chains worldwide. This panel brings together industry leaders from across key sectors to share frontline experience, explore practical solutions, and advance dialogue on how the international community can strengthen cooperation to better detect, deter, and address illicit trade in food.

SPEAKERS

Stefano Betti

Deputy Director-General

Transnational Alliance to Combat Illicit Trade (TRACIT)

Darya Galperina

Chair, World Spirits Alliance (WSA) Board & International Public Affairs Director

WSA, Pernod Ricard

Zorita Pop

IP Strategist and Anti-Counterfeiting Leader

Nestlé

Laurent Giezendanner

Head of Corporate Security

Syngenta Group

Antonio Javier Gallego García

President

ASOLIVA – Asociación Española de la Industria y el Comercio Exportador del Aceite de Oliva

Damilola Olawuyi

Chair, UN Working Group on Business and Human Rights

MODERATOR

Doaa Abdel-Motaal

MODERATOR

Senior Counsellor, Agriculture and Commodities Division, WTO

Register to Attend this In-Person Only Event

To attend kindly send your name and title to:

Dialogues@WTO.org