

Immersive EU Experience

December 5, 2024

We are delighted to offer attendees of the Brand & Retail Forum: Brussels an exclusive opportunity to join us for an **Immersive EU Experience** at the European Parliament on December 5. This event is co-hosted with Policy Hub and supported by MEPs Saskia Bricmont, Alice Kuhnke, and Thomas Bajada. **Register Now.**

Time: 8:40 am – 11:00 am CET

Location: European Parliament, Rue Wiertz 60, 1047 Bruxelles, Belgium

Cost: Free of charge

Event Overview

Event Itinerary & Highlights

8:40 am – 9:00 am

Accreditation at the European Parliament

Check-in for the tour opens at 8:40 am and make sure to bring your passport or national identity card. Otherwise, access to the European Parliament cannot be granted.

Please be aware that large bags, suitcases, trolleys, and similar items are not permitted inside the European Parliament. Additionally, there are no storage facilities available on-site to hold such belongings. For more detailed information, please refer to the European Parliament's [visitor guidelines](#).

9:00 am – 10:00 am

Private Tour of the European Parliament

Led by a European Parliament Representative, this behind-the-scenes tour will provide invaluable insights into the legislative workings of the EU.

10:00 am – 11:00 am

Meet-and-Greet

Engage with European Parliament Representatives, Andrew Martin, Executive Vice President of Cascale, and Antoine Demarche, Director of Public Affairs at Policy Hub. This interactive session offers the chance to discuss key legislative impacts on the consumer goods industry, Policy Hub's mission to stimulate the adoption of sustainable policies and Cascale's role in supporting sustainability efforts.

Topics Covered at the Meet-and-Greet

Attendees will have the chance to discuss:

- The role of policy in shaping sustainable industry practices
- The influence of upcoming legislation on the consumer goods sector
- Cascale's active role in supporting legislative alignment and member needs
- Policy Hub's lead role in uniting diverse perspectives across the textile value chain to shape ambitious sustainable policies.

Why This Experience Is Unmissable

- **First-Hand Legislative Insights:** Gain an in-depth understanding of how EU policies are formed and implemented.
- **Unique Networking Opportunity:** Connect with industry peers, Cascale executives, and policy experts to exchange ideas and foster meaningful discussions.
- **Free of Charge:** This immersive event is available at no additional cost.

Important Note: This event is exclusive to registered attendees of the Brand & Retail Forum: Brussels on December 4, 2024 with Cascale and Policy Hub members being preferred. Separate registration is required for the Immersive EU Experience, and spaces are limited. If you register for the side event without being registered for the Brand & Retail Forum, your spot will be forfeited.

[Register Now](#)