

## Press release

17 May 2021

### June's highlight: 18<sup>th</sup> EIHA Annual Conference featuring hemp and the Green Recovery

Brussels – Every year, the EIHA Conference gathers hemp operators from all over the world to discuss the latest advances of this multipurpose agricultural crop. Between the **16 and 18 of June**, EIHA will host the virtual event **Hemp for Europe: Emerging opportunities for the Green Recovery**, and present the huge potential of the hemp sector in speeding up the transition towards a zero-emission, bio-based and sustainable economy, in line with the European Green Deal.

**The hemp sector in Europe is experiencing a significant and rapid growth** encouraged by the increasing interest of consumers in sustainable and zero-waste products, and a gradual and positive policy development<sup>1</sup>. Nevertheless, **the potential of hemp has not yet been fully unlocked**. That is why, this year, the EIHA Conference aims at explaining how - by means of a whole-plant approach - the hemp sector could contribute towards the green recovery, reaffirming the needs in terms of policy, R&D and knowledge to put forward tangible solutions.

During three days, panelists will share ideas and best practices on hemp farming, fibre processing and biocomposites, with a special focus on **how to build strong and local value chains**. Moreover, other topics such as the future of hemp foods and food supplements, the harmonisation of regulations at EU level and industry insights on cannabinoids, technology, cosmetics, among others, will contribute to the debate.

*"I am very excited about this year's conference! Not only because of the broad and extremely interesting topics that will be covered, but especially because **it will be the first time that we have keynote speakers and panelists from the European Institutions**, including MEP Adam Jarubas, from the European Parliament and Deputy Director-General, Mr Michael Scannell, from DG AGRI". Says Ms Lorenza Romanese, EIHA Managing Director. "By bringing together hemp farmers, operators, experts, researchers and policy-makers we aim at sparking off a **lively and fruitful debate on how our sector could be key for a sustainable future**".*

[Join the 18th EIHA Conference](#) and learn more about what hemp can do for Europe and the entire world!

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<sup>1</sup> Just to name few examples: The positive ruling of the Kanavape Court Case, the creation of the first Civil Dialogue Group on Hemp by the European Commission and the endorsement of the EU Parliament concerning the increase of THC levels on the field back to 0,3%.

## About the European Industrial Hemp Association

The **European Industrial Hemp Association (EIHA)** represents the common interests of hemp farmers, producers and traders working with hemp fibres, shives, seeds, leaves and cannabinoids. Our main task is to serve, protect and represent the hemp sector in the EU and international policy-making.

EIHA covers different areas for the application of hemp, namely its use for **construction** materials, **textiles**, **cosmetics**, **feed**, **food** and **supplements**.

More at: [www.eiha.org](http://www.eiha.org)

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