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Dirk Jacobs is Deputy Director General and Director in charge of Consumer Information, Diet and Health issues at FoodDrinkEurope. Besides supporting the general management and external representation of the organisation, Mr Jacobs co-ordinates and manages the European food and drink industry's positions and actions in areas related to consumer information (including food labelling) and diet, nutrition and health. Mr Jacobs represents FoodDrinkEurope at global level at the FAO/WHO Codex Alimentarius and at various EU fora, including the Commission Advisory Group on the Food Chain, Animal and Plant Health, the EU Platform for Action on Diet, Physical Activity and Health and the High Level Forum for a Better Functioning Food Supply Chain. Mr Jacobs is a Dutch national and has a BSc and MSc in International Business Administration at Maastricht University, studied international economics in Milan, Italy, and has a post-graduate MBA in European (Business) Studies.