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Press

Interview Lorenza Romanese / Managing Director, European Industrial Hemp Association



Lorenza has a solid background and experience in European Affairs with a proven track record of execution. She is a strong communicator, with excellent contacts in Brussels, and she knows very well the decision making process.”

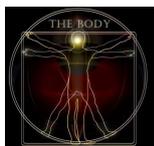
Thank You Lorenza for giving us the opportunity to interview you.

THE BODY

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The first specific CBD Expo in Europe for Sports, Beauty, Wellness and pharmaceutical CBD products in Europe

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CANNAVIST



1. What's your opinion about the WHO recommendation and the answer of EU?

WHO recommendations are of crucial importance for the hemp sector and EIHA welcomed the initiative. Now to be effective the recommendations need to be voted. It seems that there are few countries (Germany, Russia, Japan and US) requested more time for considering the recommendations, while other countries (Norway and Uruguay) pushed for it.

2. What is the main objective of the EIHA?

To give back to industrial hemp the place in our society it deserves. Farmers and processor companies are ready to deliver quality products. Consumers want them (according to a Dutch survey 54% of consumers are ready to keep buying CBD even if it goes off shell), politics and regulation have to follow market demands'. My role will be to accelerate this ineluctable process.

3. What's your prediction for the global CBD market in 2019?

Let's fix the regulation first. We are in negotiation with Council at the moment.

4. In what way can EIHA help the consumer in Europe to get quality CBD products on the market ?

EIHA represents a quality oriented industry, we have a clear vision how to provide consumers with high standards products. We are working on a projet that could be ready in the forthcoming months. For the time being I cannot add more details on that point.

5. Do you think hemp can be a potential alternative to cotton ?

Hemp is the green alternative to all crops. Hemp need far less water than hemp. Water is a problem in many countries. Again hemp is the answer.

6. What's your advice for start up companies in the CBD market?

To be patient. We are implicitly working for them as well! I would like to tell them to keep believing in hemp and to remember that big changes towards societies in the past took quite a lot of time but at the end how much satisfaction will be felt! These start up companies have a cultural role to play, keep fighting, we will succeed! We are creating an harmonised and clear legal framework for all the industry.

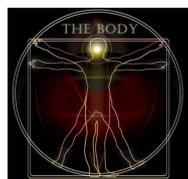
7. What is a good reason for a manufacturer to join EIHA?

To be aware of what is going on in his/her work and business sector.

8. Do you think that CBD products will be classified without any limitations as Novel Food in the future?

I will do my best, that the only thing on which I am sure! ;)

Thank You, Lorenza Romanese



We highly recommend to ask always for a 3rd party lab test when buying Cannabinoids .

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