

MEDDIET

Mediterranean diet and enhancement of traditional foodstuff

Launching Conference

Rome - Piazza Sallustio 21, UNIONCAMERE

Thursday 23rd May 2013

15:30 Registration of participants

16:00 Opening remarks

Michele Bungaro, *Journalist*

The Mediterranean Diet as driver of economic development, prosperity and solidarity among the countries of the Mediterranean basin.

Debate between the partners of MedDiet initiative:

Giancarlo Deidda	<i>Camera di commercio di Cagliari Centro Servizi Promozionali per le Imprese – Cagliari (Italy)</i>
Enrico Lupi	<i>Associazione Nazionale Città dell'Olio (Italy)</i>
*Jadranka Radovanić	<i>Forum delle Camere di commercio dell'Adriatico e dello Ionio (Italy)</i>
D. Josep María Pelegrí Aixut	<i>Fundación Dieta Mediterránea (Spain)</i>
Luisa Ceballos	<i>Asociación Española de Municipios del Olivo (Spain)</i>
*Mohamed Choucair	<i>Association of the Mediterranean Chambers of commerce and industry</i>
Mounir Mouakhar	<i>La Chambre de Commerce et d'Industrie de Tunis (Tunisia)</i>
Mohamed Ben Hamouda	<i>General Director of National Institut of Agricultural Research and Higher Education-IRESA (Tunisia)</i>
Georges Karabatos	<i>The Routes of Olive Tree (Greece)</i>
Dimitrios Maniatis	<i>Messinian Chamber of Commerce & Industry (Greece)</i>
Alaa Ezz	<i>Confederation of Egyptian European Business Associations (Egypt)</i>
Rabih Sabra	<i>Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (Lebanon)</i>

18:00 Concluding remarks

Anna Catte	<i>Director of the Joint Managing Authority – ENPI CBC MED Programme – Sardinia Region</i>
Paolo De Castro	<i>Chairman of the Committee on Agriculture and Rural Development of the European Parliament</i>
Ferruccio Dardanello	<i>President UNIONCAMERE</i>
*Nunzia De Girolamo	<i>Italian Agriculture Minister</i>

19:00 Med networking dinner

** to be confirmed*