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ITALIA
EXPO MILANO 2015

W❀RLD
PASTA DAY & CONGRESS
Join the event

MILAN, OCTOBER 25-27, 2015

AIDEPI

WORLD PASTA DAY

I.P.O.
International Pasta Organisation

IN SPECIAL PARTNERSHIP WITH

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l'internazionalizzazione delle imprese italiane

FIERA MILANO

PROGRAM

SUNDAY, OCTOBER 25 **PALAZZO ITALIA - EXPO 2015**
AUDITORIUM

14:30 Registration of participants

15:30 *Welcome*
Paolo Barilla - *President AIDEPI*
Riccardo Felicetti - *President IPO*
Moderator **Alex Thomson** - *Chief Correspondent, Channel 4 News*

Maurizio Martina - *Italian Agriculture Ministry (TBC)*
Don Claudio Visconti - *Consiglio Nazionale Caritas Italiana*

15:50 **Alex Thomson** - *Chief correspondent, Channel 4 News*
THE TALE OF TALES ABOUT PASTA

16:10 **Massimo Bottura** - *Chef, Osteria Francescana*
PASTA & IDENTITY

16:30 **Danielle Nierenberg** - *President, Food Tank*
CULTIVATING A BETTER FOOD SYSTEM

16:50 **Kantha Shelke** - *Ph.D, Food Scientist, Editor, Educator, Principal at Corvus Blue LLC*
PASTA: AN ANCIENT FOOD FOR MODERN TIMES

17:10 **Francine Segan** - *Food Historian*
PASTA: CENTURIES OF CULINARY INSPIRATION

17:30 Award Ceremony **Bruno Serato** - *Founder, Executive Director Caterina's Club*

17:50 **Father Gaetano Greco** - *Chaplain of the Juvenile Detention Center of Casal del Marmo and founder of the Center for Minors "Borgo Amigò" in Rome*
"LE MANI IN PASTA" a project supported by AIDEPI

18:00 *Conclusions* **Alex Thomson**

19:00 *World Pasta Day Cocktail Reception and Dinner*
Peck Restaurant, Palazzo Italia - EXPO

MONDAY, OCTOBER 26 **FIERA MILANO RHO**
Congress Center Stella Polare

10:00 Registration of participants

10:30 Opening
Moderator **Alex Thomson** - *Chief Correspondent, Channel 4 News*

10:40 **COMMUNICATING THE TRUTH ABOUT PASTA**
Riccardo Felicetti - *President IPO*
THE TRUTH ABOUT PASTA: AN INTERNATIONAL COMMUNICATION PLAN -
THE AIDEPI CAMPAIGN: WELOVEPASTA

Greg Pearson - *Chairman, National Pasta Association (NPA)*
NATIONAL PASTA ASSOCIATION PASTA FITS PROGRAM

Claudio Zanao - *President, Associação Brasileira das Indústrias de Biscoitos, Massas Alimentíciase Pães & Bolos Industrializados (ABIMAPI)*
ABIMAPI PASTA PROMOTION PROGRAM

Costanza Nosi - *Assistant Professor of Management and Marketing, Department of Management Studies, Roma Tre University*
LOW-CARB DIETING: ONLINE ISSUES AND CONSUMER CONVERSATIONS

11:30 **PASTA IS GLOBAL: OVERVIEW OF PASTA MARKET TRENDS**
Jack Skelly - *Food Analyst, Euromonitor International*
WHAT'S THE FUTURE OF PASTA? CHALLENGES AND OPPORTUNITIES
IN THE GLOBAL MARKET

12:00 **PASTA BEYOND TRADITION AND INNOVATION**
Fernanda Roggero - *Food&Wine Editor, Il Sole 24 Ore*
WHAT IS INNOVATION? THE TRADITION OF THE FUTURE

Roberto Ciati - *External Scientific Relations & Sustainability Director, Barilla Group*
PASTA IS GOOD FOR YOU, FOR THE PLANET AND FOR THE COMMUNITIES

Carmen Lamacchia - *Ph.D, Senior Researcher and Lecturer in Food Science
SAFE Department, University of Foggia*
TOWARDS "GLUTEN FRIENDLY" PASTA: A NEW FUTURE OF PASTA FOR CELIACS

13:00 Congress Lunch, Fiera Milano Club House

14:30 **PASTA IS GOOD FOR THE ENVIRONMENT**
Duncan Williamson - *Food Policy Manager, WWF UK*
SUSTAINABLE DIETS GOOD FOR PEOPLE, PLANET AND OUR PURSES

Riccardo Valentini - *Professor at University of Tuscia, CMCC Strategic Council Member*
PASTA AND CLIMATE CHALLENGES

15:30 *Conclusions* **Alex Thomson**

16:00 IPO General Assembly (IPO members only)

MONDAY, OCTOBER 27 **FIERA MILANO RHO**
Congress Center Stella Polare

10:00 Registration of participants

10:30 Opening
Moderator **Alex Thomson** - *Chief Correspondent, Channel 4 News*

10:45 **PASTA IS GOOD FOR YOUR HEALTH**
David L. Katz - *MD, MPH, Founding Director, Yale University Prevention Research Center
Griffin Hospital*
COMMUNICATING THE TRUE HEALTH MESSAGE

Sara Baer-Sinnott - *President, Oldways*
THE SCIENTIFIC CONSENSUS STATEMENT PROCESS AND COMMITTEE

Kantha Shelke - *Ph.D, Food Scientist, Editor, Educator, Principal at Corvus Blue LLC*
THE NEW 2015 SCIENTIFIC CONSENSUS STATEMENT ON THE HEALTHY PASTA MEAL

Questions for the Scientific Consensus Committee

12.15 *Official presentation of the Scientific Consensus Statement
to the Italian Health Ministry* **Beatrice Lorenzin** (TBC)

12:30 *Conclusions* **Alex Thomson**

13:15 *Congress Lunch, Fiera Milano Club House*

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