



FOOD WINE & CO.

VERSO LA SOSTENIBILITÀ
2020 DIGITAL EDITION

The Master in Economics and Management organizes

Food, Wine & Co. - Towards Sustainability IX Edition September 25th and 26th

DIGITAL EDITION

The Master in Economics and Communication and Media Management at the University of Rome "Tor Vergata" this year organizes again, in digital version, **FOOD, WINE & CO. IX EDITION "TOWARDS SUSTAINABILITY"** the appointment dedicated to Italian brands, products, services, companies and territories and to the excellence they express as a distinctive and strategic richness, with a view to sustainable development and in comparison with other countries and international trends.

The Seminar will be held **on the 25th and 26th September 2020** and will be part of EVOOTRENDS, an event that anticipates "Evo Expo 2022". EVOOTRENDS is organized by Fiera Roma and Unaprol, in collaboration with Fondazione Evo School and Coldiretti Lazio.

The **FOOD WINE & CO. Seminar will be delivered digitally via the Lemonn event platform.**

The Seminar is organized by the ***Master in Economics and Management of Communication and Media of the University of Rome "Tor Vergata"*** in collaboration with **Fiera Roma and Coldiretti and Ega Worldwide, Alice Tv, Acqua Filette, Birra del Borgo, Istituto Marchigiano di Tutela Vini, Alfio Neri, Alce Nero, ALET, Casata Mergé and Archi's Comunicazione.**

There will be four meetings aimed at enhancing the value of the agri-food sector, whose strategic value will be exalted both for the competitiveness of Italian companies and for the Country System, with a view to restoring importance to a sector that has always been fundamental for the economic cycle, emphasizing its natural tendency towards sustainability, quality, safety and care of the supply chain, typical of Made in Italy.

The Program of the Seminar **Food, Wine & Co. Towards Sustainability**, includes:

- **25 September from 3.00 p.m. to 5. 00 p.m.** - **Round Table entitled "THE AGROINDUSTRIAL AND ENOGASTRONOMICAL SECTOR AT THE REPARTURE. HOW TO**



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DO?", focused on the relaunch of a fundamental sector for the Made in Italy and for the Country System, now more than ever central to restart the Italian economy. The best way to resume the activities of the sector will be the main theme of the interventions of authoritative voices, representatives of the agro-industrial and food and wine sector and productive and associative realities.

Professor Simonetta Pattuglia, Curator of Food, Wine and Co. and Director of the Master in Economics and Management of Communication and Media, moderates and introduces the Round Table.

Participating in the meeting:

- **Nicola Di Noia**, General Manager Unaprol - Consorzio Olivicolo Italiano, Coldiretti
- **Leonardo Di Vincenzo**, Founder, Beer of the Village
- **Mario Liguori**, Executive Director New Business & Board Member, EGA worldwide congresses&events
- **Graziana Grassini**, Winemaker Consultant of Tenuta San Guido
- **Alberto Mazzoni**, Director, IMT - Istituto Marchigiano di Tutela Vini - Marche Region Institute of Wine Protection
- **Massimo Monti**, Managing Director, Black Elk
- **Monica Paternes**, Head of economic editorial staff, ANSA.it
- **Pietro Piccinetti**, Sole Administrator, Fiera di Roma
- **Daniela Puglielli**, Founder, The Mediterranean Diet Roundtable
- **Stefano Ricci**, General Manager, Acqua Filette
- **Francesca Rocchi**, Delegate, Slow Food Italy and Head of Adult Education, Eataly

During the morning of **September 25** two volumes on topics will be presented:

- **From 11.30 to 12.15 - Presentation of the book "Sustainability. Legal, economic and managerial profiles of Italian SMEs" Giappichelli Publisher** with: **Simonetta Pattuglia**, Curator of Food, Wine and Co. and Author of the book, **Fabiola Massa**, Curator of the book and professor at the Department of Management and Law of the University of Rome "Tor Vergata", **Raoul Romoli Venturi**, Director of Communication Ferrero. Moderates **Raffaele Barberio**, Director, KeyforBiz.

This volume contains the results of a very recent interdisciplinary study carried out by a research group of the Department of Management and Law of the University of Rome "Vergata", outcome of a very in-depth questionnaire addressed to a sample of Italian SMEs - including companies in the food sector - participating in the Global Reporting Initiative. The book seeks to illustrate whether and how Italian SMEs are taking the new orientation towards sustainability, changing their governance and their marketing



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priorities and activities with the aim of offering food for thought and useful indications both in terms of growth and brand reputation.

- **From 12.15 to 13.00 - Presentation of the book "I Nuovi Foodmakers", Editoriale Delfino** Participants: **Simonetta Pattuglia**, Curator of Food, Wine and Co. and Author of the book, with **Pasquale Maria Cioffi**, Curator of the book and **Francesco Piccolo**, L'Acetaia di Fondo Montebello, Modena. Moderates **Letizia Pini**, PR, Founding Member Convention Bureau Siena.

A collective tale of the foodsector, an orientation manual for those who want to transform an idea into a real business dedicated to running, processing, preparation, distribution and administration of food and beverages. The handbook tells the stories of those who have managed to overcome these numerous obstacles and make their way in the Food & Beverage sector. An opportunity to take example and from which to draw inspiration

- **September 26th from 11 a.m. to 12.30p.m. - Training webinar dedicated to the theme "KNOW YOUR CONSUMER BETTER ON YOUR MARKET", in collaboration with Unaprol-Coldiretti.** The concepts of quality, safety and sustainability, in the new economic and social context prior to the pandemic and accelerated by it in its fundamental evolutionary lines, acquire a focal role in marketing and communication of the agricultural sector, in general, and olive growing, in particular. Understanding the desires and needs of consumers to position themselves appropriately in the market has become even more essential than it was before the current severe economic crisis.

Introduces **Nicola Di Noia**, General Manager Unaprol - Consorzio Olivicolo Italiano Coldiretti. Introduces and moderates **Simonetta Pattuglia**, Curator of Food, Wine and Co. Participants: **Stefano Caccavari**, Agricultural Entrepreneur, Founder of the Mulinum San Floro project, Catanzaro; **Massimo Boraso**, Founder and CEO, Boraso, Digital company; **Leonardo di Vincenzo**, Entrepreneur, Founder Birra del Borgo.

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- Participation in the Seminar Food Wine & Co. is free .
- The participation in Food Wine & Co. and the contents of Evoo Trends is granted only to guests who have made the registration procedure from the website www.evootrends.it which will allow them, after registration, to receive by email the credentials to access the Lemonn platform .
- To subscribe to Food Wine & Co. you also need to be accredited by writing to nicola.leone@uniroma2.it

FOR INFO about Evoo Trends contents: <https://www.evootrends.it/>

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SEMINARIO DEL MASTER
IN ECONOMIA E GESTIONE
DELLA COMUNICAZIONE E DEI MEDIA
UNIVERSITÀ DEGLI STUDI DI ROMA
"TOR VERGATA"

In collaborazione con



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