



**3rd GREEN MED INTERNATIONAL FORUM**  
**Rome, May 13 2010**

**Session 3. Agenda**

***LARGE-SCALE RETAIL DISTRIBUTION IN THE MEDITERRANEAN***

*Westin Excelsior Hotel, Via Veneto 125*

**3:15-5:00 p.m.**

- **Chairman and Coordinator:** Lorenzo Frassoldati, editor of Corriere Ortofrutticolo
- **Vanes Cantieri**, COOP ITALIA Food sales executive management - Head of fruit and vegetables department: “COOP as a case study”;
- **Emilio Bertuzzi**, RIVERFRUT: “The experience of a COOP supplier”

**International speeches**

- **Maria José Pardo**, Director of HORTYFRUTA, the Inter-professional Organization of Fruits and Vegetables of Andalusia;
- **Khaled Hegazy**, HEGAZY FARMS - Egypt.

**Panel discussion**