



## 3rd GREEN MED INTERNATIONAL FORUM

Rome, May 13 2010

### Session 2. Agenda

#### **PROMOTION OF MEDITERRANEAN PRODUCTS AND THE ROLE OF WHOLESALE MARKETS**

*Hotel Ambasciatori Palace, Via Veneto 62*

#### Part 1: Wholesale markets' role

12:00-1:30 p.m.

**Chairmanship and greetings:** Charles Riemenscheider, FAO, Director Investment Centre Division

**Coordinator:** Marco Sibani, ANDMI General Secretary

- **Pietro Cernigliaro**, ANDMI President: "ANDMI and the Assomedmarkets' initiative";
- **Annibale Feroldi**, Borsa Merci Telematica Italiana Director: "BMTI's project for wholesale markets"
- **Montserrat Gil de Bernabé**, Mercabarna General Manager: "A concrete case of cooperation, Mercabarna and the wholesale markets of Alexandria in Egypt";
- **Abdelhamid Zanzouri**, General Manager of UTAP (Union Tunisienne de l'Agriculture et de la Pêche): "Situation and prospects of Tunisia's wholesale markets";
- **Adel Cortas**, President of the Libanese Association on Nutrition and Development (LAND): "Situation and prospects of Lebanese wholesale markets";
- **Gianfranco Scala**, FAO: "FAO's activity for wholesale markets' development in the Mediterranean".

1:30-2:30 p.m. Buffet lunch

#### Part 2: Promotion of Mediterranean products

2:30-4:00 p.m.

**Coordinator:** Marco Sibani, ANDMI General Secretary

- **Carmelo Sigliuzzo**, IAM-Bari: "CIHEAM's activity to support wholesale markets and the Mediterranean products' quality";
- **Cristina Chirico**, Head of CIA International Office: "Mediterranean farmers' cooperation";
- **Remo Ciucciomei**, President of the Mediterranean Institute of Certification IMC: "Certification in the Mediterranean region, a concrete case study".
- **Fabio Massimo Pallottini**, ARSIAL: "The promotion of Latium's local products"

**Panel discussion**