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### 13 May, Thursday

Westin Excelsior Hotel

9:00-10:00 Delegate registration

10:00-10:50 **PLENARY SESSION**

#### Opening speeches

- **The City of Rome;**
- **Paolo De Castro**, Chairman of the EU Parliament's Agriculture Committee;
- **Giuseppe Politi**, President of IFAP Mediterranean Committee and Italy's CIA
- **Paolo Bruni**, President of Cogeca
- **Adolfo Urso**, Italy's Vice Minister of Economic Development

10:50 - 11:10 **Main presentation**

- **Peviani**, President of Italy's export association **Fruitimprese**: "Fresh produce exchanges in the Euro-Med area, the Mediterranean's role as key supplier"

11:10-11:30 **Welcome greetings**

- **Valter Giammaria**, President of Rome Wholesale market CAR
- **Andrea Zanlari**, President of INDIS-UNIONCAMERE
- **Pietro Cernigliaro**, President of ANDMI

11:30 - 12:00 **Networking coffee Break**

11:40 - 11:55 **Press conference**

12:00-13:45 **SESSION 1.**

(Westin Excelsior Hotel)

**INTEGRATED LOGISTICS  
IN THE MEDITERRANEAN REGION**

(sponsored by **UNICREDIT**)

13:45-15:15 **Light buffet lunch**

12:00-16:00 **SESSION 2. (lunch included)**

(Hotel Ambasciatori, Via Veneto 62)

**MED PRODUCTS' PROMOTION:  
THE ROLE OF WHOLESALE MARKETS**

(sponsored by **ARSIAL**)

16:00-17:30 **1st WORKSHOP ON CASSAVA**

15:15-17:00 **SESSION 3.**

(Westin Excelsior Hotel)

**RETAIL DISTRIBUTION IN THE  
MEDITERRANEAN REGION**

(sponsored by **COOP ITALIA**)

17:00-17:30 **Networking coffee break**

17:30-18:15 **FINAL PLENARY SESSION**

(Westin Excelsior Hotel)

17:30-18:00 Presentation of Mediterranean fairs:

- **FRUIT ATTRACTION**, Madrid
- **FOOD-FRESH GATE**, Sharm el Sheik-Egypt
- **MEDFEL**, Perpignan-France

18:00-18:15 **FORUM CONCLUSIONS**

*Please note: Italian-English translation will be available at the Westin Excelsior Hotel only*

20:00 **Typical Roman dinner**

(at Enoteca Regionale Palatium)

### 14 May, Friday

(Westin Excelsior Hotel)

9:00-11:00 **B2B MEETINGS**

11:15-13:45 Visit of CAR (1st trip)  
followed by **light buffet**

In cooperation with



With a technical contribution from the

**Food and Agricultural Organization  
of the United Nations FAO**