



**V Qualivita Forum**

# Q Factor

**Agriculture and Quality, values for a new Europe**

Included in the official programme of the Polish EU Presidency



**Brussels 29<sup>th</sup> and 30<sup>th</sup> November 2011**

**Espace Banca Monte Paschi Belgio**

**Avenue d'Auderghem 22-28**





# CAP post 2013 - Green Paper

## Introducing the Forum

Working languages: 

There is a metamorphosis taking place in the world of food geography, global economic geography and economic relations within the agri-food supply chain. Players from multinational companies, food service, large-scale retail and the financial world are making more decisions based on quality products than they used to do in the past.

The regulations of the agri-food sector are about to be rewritten and this is the reason why the V Qualivita Forum – to be held in Brussels on November 29th and 30th – will openly discuss within various Panels issues such as: “placing value on quality”, “placing economic value on quality supply chains” and “the governance of development models”.

In particular, the debate will focus on the most important current issues of the European policy: from the proposal for the CAP post 2013 to the Quality Package, up until the most recent Green Paper on promotion measures and information provision for agricultural products.

Leading figures from the agri-food supply chain, such as representatives of organised large-scale retail, Horeca, Producers’ Associations and sector-related European organisations, have been invited to attend the Forum as speakers.

Paolo De Castro, Chairman of the Committee on Agriculture and Rural Development of the European Parliament, other representatives of the above-mentioned Committee and of other European Ministries of Agriculture (Italy, France, Poland, UK) will attend the Forum. Dacian Cioloş, the European Commissioner for Agriculture and Rural Development, has also been invited to take part in the debate.

Moreover, on the occasion of the V Qualivita Forum, there will be the official presentation of Qualigeo.EU (the first popular-scientific journal entirely dedicated to European PDO, PGI, TSG products and international Geographical Indications), as well as of the Ipad Application realized by the Qualivita Foundation for a more technological and interactive support for its communication activities. Two extremely useful reference tools for all sectorial players that wish to gain a more in-depth knowledge of the geopolitics of food.

## Programme

Tuesday 29<sup>th</sup> November 2011

- 2.30 - 3.00 p.m. Registration
- 3.00 p.m. Welcoming speech

**Giuseppe Mussari**

Chairman MPS Bank

- 3.15 p.m. Introduction

**Paolo De Castro**

Chairman of the Qualivita Foundation

- 3.15 - 4.30 p.m. Opening speeches  
**Prof. Norbert Olszak** - Uni. Paris 1 Panthéone-Sorbonne  
**Alberto Mattiacci** - La Sapienza University, Rome  
**Judson Berkey** - Managing Director UBS Bank  
**Corrado Pirzio Biroli** - Vice Chairman RISE Foundation

- 4.45 - 5.30 p.m. **Panel 1**

*Speakers:*

**Anne Richard** - Director of CNAOL - France  
**Mario Cicchetti** - Member of the AICIG Board - Italy  
**Tiberio Rabboni** - Chairman of AREPO  
**Federico Moncunill Gallo** - ORIGEN España  
**Massimo Vittori** - Managing Director origIn

- 5.30 - 5.45 p.m. Coffee break c/o “Casa Montepaschi”

- 5.45 - 6.45 p.m. **Panel 2**

*Speakers:*

**Paolo De Castro** - Chairman of EP’s Ag. Committee  
**Giancarlo Scottà** - Member of EP’s Ag. Committee  
**Michel Dantin** - Member of EP’s Ag. Committee  
**Iratxe Garcia Perez** - Member of EP’s Ag. Committee  
**Herbert Dorfmann** - Member of EP’s Ag. Committee \*

- 6.45 - 7.30 p.m. Debate

- 7.30 - 10.00 p.m. Cocktail *dinatoire*

Wednesday 30<sup>th</sup> November 2011

- 9.00 - 9.30 a.m. Registration
- 9.30 - 9.45 a.m. Introduction
- 9.45 - 10.15 a.m. **Mauro Rosati** - Presentation Journal QUALIGEO.EU and Qualivita App Ipad
- 10.15 - 10.30 a.m. **Federico Grazioli** - Chairman of Accredia

- 10.45 - 11.45 a.m. **Panel 3**

*Speakers:*

**Roberto Masi** - Managing Director McDonald’s Italy  
**Cécile Bassot** - Managing Director Sopexa France  
**Giuseppe Zuliani** - Dir. CONAD brand *Sapori&Dintorni*  
**Bruce Langlands** - Director of Food Halls - Harrods  
**Alain Fretellière** - Food quality expert

- 11.45 - 12.00 a.m. Coffee break c/o “Casa Montepaschi”

- 12.00 - 12.30 a.m. **Panel 4**

*Speakers:*

**Vladimir Dukcevic** - Ch. Cons. Prosciutto S.Daniele  
**Marcel Saint Cricq** - Ch. Cons. PGI Foie Gras Sud Ouest  
**José Manuel Bajo Prados** - Gen. Secr. PDO Baena

- 12.30 - 13.15 a.m. **Panel 5**

*Speakers:*

**Mipaaf Officer** - Italy  
**Dariusz Goszczyński** - MINROL Officer Poland  
**Philippe Rouault** - Ministry of Agriculture France  
**Mr Simon Johnson** - Ministry of Agriculture UK \*  
**Mr Yue Ning** - Director of GI Unit, AQSIQ - China  
**Michel Prugue** - Chairman of INAO - France  
**Clemente Mata Tapia** - Repr. Min. Agriculture - Spain

**Loretta Dormal Marino** - Gen. Deputy Dir. DG Agri

- 13.15 - 13.30 a.m. Closing speech
- 13.30 a.m. *Vin d’honneur* c/o “Casa Montepaschi” with wine tasting “1472”

*Chairmen:* **Angelo di Mambro** - **Riccardo Deserti**

*\* Attendance yet to be confirmed*



## Quality Package - MARKETING



Panel Sector associations and their proposals

The new guidelines of European regulations on the promotion of agri-food products will be discussed with major international associations involved in this field, by analysing with them contributions brought to the current debate on the Green Paper.

Speakers

Anne Richard - Director of CNAOL - France  
Mario Cicchetti - Member of the AICIG Board - Italy  
Federico Moncunill Gallo - ORIGEN ESPAÑA

Tiberio Rabboni - Chairman of AREPO  
Massimo Vittori - Managing Director oriGIn

CAP post 2013  
GREEN PAPER  
Quality Package

Panel The European Parliament and the Quality Policy

Representatives from different political groups of the European Parliament will be invited to discuss measures adopted at European level in order to support quality agri-food productions.

Speakers

Paolo De Castro - Chairman of EP's Ag. Committee  
Giancarlo Scottà - Member of EP's Ag. Committee  
Michel Dantin - Member of EP's Ag. Committee

Iratxe Garcia Perez - Member of EP's Ag. Committee  
Herbert Dorfmann - Member of EP's Ag. Committee \*

GREEN PAPER  
Quality Package

Panel Companies and Quality: European experiences

Some of the most important brands of the large-scale food retail and Horeca will illustrate their own experiences referring to the relevance they are giving to quality issues.

Speakers

Roberto Masi - Managing Director of McDonald's Italy  
Cécile Bassot - Managing Director Sopexa France  
Bruce Langlands - Director of Food Halls, Harrods

Giuseppe Zuliani - Dir. CONAD brand Saponi&Dintorni  
Alain Fretellière - Food quality expert

Quality products  
LARGE-SCALE RETAIL  
agri-food marketing



Geographical Indications - RETAIL



Decision Makers - EU - Horeca

Panel Great European producers and their experiences

Representatives from Producers' Associations of some of the most important European quality agri-food products will talk about and compare their own experiences.

Speakers

Vladimir Dukcevic - Ch. Cons. Prosciutto S. Daniele  
Marcel Saint Cricq - Chairman Cons. PGI Foie Gras Sud Ouest

José Manuel Bajo Prados - Gen. Secr. PDO Baena

Prosciutto S. Daniele DOP  
FOIS GRAS AOP

Panel European and international govts. compare their own quality policies

Representatives from different European Ministries, as well as representatives of the Directorate-General for Agriculture and Rural Development of the European Commission will participate in the debate.

Speakers

Mipaaf Officer - Italy  
Dariusz Goszczyński - MINROL Officer - Poland  
Philippe Rouault - Ministry of Agriculture - France  
Mr Simon Johnson - Ministry of Agriculture, UK \*

Mr Yue Ning - Director of GI Unit, AQSIQ - China  
Michel Prugue - Chairman of INAO - France  
Clemente Mata Tapia - Repr. Min. Agriculture - Spain  
Loretta Dormal Marino - Gen. Deputy Dir. DG Agri

European Policy  
GEOGRAPHICAL INDICATIONS  
European agri-food pattern

Other speeches

Prof. Norbert Olszak - Uni. Paris 1 Panthéon-Sorbonne  
Alberto Mattiacci - La Sapienza University, Rome

Judson Berkey - Managing Director UBS Bank  
Corrado Pirzio Biroli - Vice Chairman RISE Foundation

Chairmen: Riccardo Deserti and Angelo Di Mambro

\* Attendance yet to be confirmed



# QUALIGEO.EU

Presentation of the journal and App Ipad

Read QR Code with your iPad  
to download Qualivita App



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