

FOOD BRAND.  
When food becomes a brand



EIGHT EDITION  
SEMINARY – 6 MASTER CLASSES  
AND AN INTERNATIONAL ROUNDTABLE

**MERCATO MEDITERRANEO**  
FIERA DI ROMA  
VIA PORTUENSE, 1645 – 1647, ROME

**NOVEMBER 9<sup>th</sup>–10<sup>th</sup>–11<sup>th</sup> 2019**

*Organized by the Master's Degree in Economics Communication and Media Management  
in partnership with Mercato Mediterraneo – Fiera di Roma, AliceTV  
and with the patronage of FERPI and ANSA*

The **Master's Degree in Economics Communication and Media Management, University of Rome Tor Vergata** dedicates, three days to the attractiveness– effective and potential, real and virtual, holistic and experiential –of Italian brands, products, services, businesses, territories and to the excellence that those reflect such as distinctive and strategic richness, from a sustainable development perspective and in the comparison with other international countries and trends.

The **three days** will be held in **Mercato Mediterraneo, Cibi, Culture, Mescolanze – Fiera dei prodotti Agroalimentari del Mediterraneo**, devoted project to the Mediterranean **agri-food sector at Fiera di Roma** which will host the six masterclass, partner and sponsor's exhibition (with specific spaces and exhibits) and an international roundtable.

The event, scheduled for **November 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 2019**, will be divided in thematic sessions and in an International roundtable both focused on **food and wine brand and communication management** that professionals in the agri-food sector use in a market share strengthening perspective. The educational offer is enriched with several empowerment moments devoted to workshops, presentations, demonstrations and culinary tastings specifically selected from specialists from partner businesses and event's sponsors.

This year, **on Saturday 9<sup>th</sup> and Monday 11<sup>th</sup>** there will be thematic sessions about **products, services, tastes, quality, places, traditions, innovation, culture, events and experiences**. The morning of **Sunday, the 10<sup>th</sup>**, will be dedicated to the **International roundtable** organized **in collaboration with Mercato Mediterraneo with the main theme “Food Brand: Italy, the Mediterranean and the World”**, with national and international speakers. In the afternoon, Master classes participants could freely join Mercato Mediterraneo's sessions.



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**Three intense training days** in which the concept of the brand joins the ideas of food, wine, beer and the gastronomy related to the made in Italy. An opportunity to understand and analyse, also from a managerial point of view, how to create and run **unique, lasting and successful experiences** in this sector potentially still very attractive of our Country.

The **traditional Masterclasses** will be alternated to **Show Cooking and Tastings**.

*Food Wine & Co. is a concept designed by **Simonetta Pattuglia** –Curator of Food Wine & Co., Director of the Master's Degree in Economics Communication and Media Management of "Tor Vergata" University, Marketing Professor at Tor Vergata University– and by **Paola Cambria** – Communicator, Journalist, Sommelier and Head of Communication and Image, CIA-Agricoltori Italiani.*

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**SATURDAY, 9TH NOVEMBER 2019 – First day**

**10.00: Participants registration**

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**10.30 - 11.20: INTRODUCTION**

**Simonetta Pattuglia**, Curator, Food Wine & Co. – Director, Master's Degree in Economics Communication and Media Management, University of Roma "Tor Vergata"

**Claudia Golinelli**, Vice-president e Partner, Ega Worldwide & Congresses\*

**Monica Paternesi**, Chief Economics Service Editor, ANSA

**Francesca Rocchi Barbaria**, Cultural Coordinator, Mercato Mediterraneo. Cibi Culture, Mescolanze

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**11.20 - 12.40: I PRODOTTI - MASTER CLASS 1**

**Barbara Guerra**, La Guida della Pizza "50 Top Pizza" edited by B.Guerra, A.Sapere, L.Pignataro,

**"Specialization and professionalism: the key to communicate in the agri-food sector: 50 Top Pizza case study"**

**Daniele Deroma**, Sales Director, Agri In, **"Quality, safety and environmental safeguard: the winning paradigm of Pecorino Romano Dop"**

**Stefano Ricci**, General Director, Acqua Filette, **"How to create and manage a market for a 'precious water'"**

**Massimo Monti**, CEO, Alce Nero, **"Organic products promotion: Alce Nero case study"**

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**Alessandro Siani**, Commercial manager, *Casata Mergè*, *“Investing on territory because it is from it that we create wine culture”*

**Nicola Bertinelli**, President, *Il Consorzio Parmigiano Reggiano*, *“Naturalty of Parmigiano Reggiano as a distinctive feature of an Italian flagship product”*

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**12. 40 - 14.15: SHOW COOKING** with Chef **Giulia Steffanina**, *AliceTV*

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**14.15 - 16.00: SERVICES - MASTER CLASS 2**

**Lamberto Mancini**, GL Events *Lingotto Fiere Torino*, *“Exhibitions devoted to food”*

**Sebastiano Sardo**, Marketing Director, *FICO-Eataly*, *“The ‘new’ experiential entertainment. Fico-Eataly case study”*

**Andrea Guizzi**, Strategic Sales and Marketing, *Wine Loves Food*, *“When marketing experiences becomes unique and shared. A new airline company case study”*

**Francesca Rocchi Barbaria**, Cultural Coordinator, *Mercato Mediterraneo*, *“Culture as the engine for the agri-food business”*

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**16.00 – 17:30: Casata Mergè Wine tasting and aperitif** courtesy of **Alice Nero**.

Guided tasting by **Adriano Cesaroni**, agronomist.

**FOOD D'AUTORE - La “CannoloTerapia”** by **Francesco Neri**, *Pasticceria Alfio Neri*, Siracusa

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**SUNDAY, 10<sup>TH</sup> NOVEMBER 2019 – Second day**

**ROUND TABLE**

**FOOD BRAND: ITALY, THE MEDITERRAN AND THE WORLD.**

**10.00: Participants registration**

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### 10.30 – 12.00: INTRODUCTION

**Simonetta Pattuglia**, Director, *Master's Degree in Economics Communication and Media Management– University of Rome “Tor Vergata”*

### PRESENTATION OF THE RESEARCH STUDY

#### “DIGITALIZATION OF ITALY’S SME’S IN THE OLIVE OIL SECTOR”

in collaboration with *Slow Food*, with **Mirko Scaramella**, *Master's Degree in Economics Communication and Media Management, University of Rome “Tor Vergata”*;

**Maria Ines Aronadio**, Director of the Office Coordination Services of Promotion of the system Italy, *ICE Agency*

**Pietro Ciccotti**, Editor, *Excellence Magazine*

**Alexandra Devarenne**, Co-founder and CEO, *Extra Virgin Alliance*

**Alfonso Pecoraro Scanio**, President, *Fondazione Univerde*

**Pietro Piccinetti**, AD and General Director, *Fiera di Roma*

**Beniamino Quintieri**, President, *SACE*

**Raoul Romoli Venturi**, Communication and Public Relations Manager, *Ferrero*

**Giacomina Valenti**, External Relations Manager, *Al.Ma Media srl*

**Violel Vigna**, Commercial Manager of regional transportations, *Trenitalia*

*Representative of LVMH Group, Wine and Spirits*

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### 12.00: Q&A and Conclusions

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### 15.00: Free Mercato Mediterraneo sessions

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## MONDAY, 11<sup>TH</sup> NOVEMBER 2019 – Third day

### 10.00 – 10.45: ENTERPRISE WORLD - MASTER CLASS 3

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**Valerio Ciotola**, President, *Thomas Marino, Communication and strategic development, The Circle*, ***“The sustainable agricultural enterprise and the circular economy”***  
**Leonardo Di Vincenzo**, Founder, *Birra del Borgo*, ***“How to add value to a beer bottle. From the pub to haute cuisine in a multinational dimension”***  
**Stefano Caccavari**, Founder, *Mulinum Srl*, ***“Mulinum project: starting from biodiversity to give grain a new life”***  
**Pina Terenzi**, President, *Donne in campo-Cia*

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#### 10.45 – 12.15: PLACES - MASTER CLASS 4

**Alberto Mazzoni**, Director, *Istituto Marchigiano di Tutela Vini*, ***“From territory to brand. Marche case study.”***  
**Bruno Bertero**, Marketing Director, *Promo Turismo FVG*, ***“Wine roads. Friuli-Venezia Giulia experience.”***  
**Luisa Piazza**, Managing Director, *Visit Piemonte*, ***“Piemonte case study.”***  
**Maria Luisa Caringella**, Officer, *Puglia Promozione*, ***“Tourist promotion and regional development of Puglia: results and prospects”***  
**Giuseppe Pagoto**, Mayor of *Favignana*, ***“The promotion of a territory through its main traditional business.” Favignana’s tuna fish case study.”***

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**12.15 – 14.15: SHOW COOKING** with Chef **Alain Rosica**, *Ristorante Belvedere dal 1933, Frascati*  
**BEER TASTING**, kindly offered by *Birra del Borgo*

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#### 14.15 – 15.15: COUNTRIES - MASTER CLASS 5

**Fabio Ventrone**, Director, *Reputation Institute, Milan* ***“How much is the Italian brand worth? When products, services, enterprises and territories go through country brand.”***  
**Iacopo Florio**, Sake Sommelier, ***“The explosion of the Japanese culinary tradition in Italy and in the World.”***

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*Representative of LVMH Group, Wine and Spirits*

**Claudia Golinelli**, Partner e Vice-president, *Ega Worldwide Congresses and Events*,  
*"Matera- Italia back and forth" \**

#### 15.15 – 17.15: FOOD TRENDS - MASTER CLASS 6

**Diego Pepini**, Founder CTO, **Massimo Mearini**, Founder, *CEO Albicchiere*, *"Smart dispenser"*

**Matteo Rettagliati**, Bartender, *Roma*, *"Mixology's Future: less is more, alcohol free e branded cocktails"*

**Andrea Cruciani**, CEO, *Agricolus*, *"New cloud and data driven technologies for sustainable food. Agricolus case study."*

**Graziana Grassini**, Consultant in Enology, *Tenuta San Guido*, *"Sassicaia Wine for Tuscany territory"*

**Carla Bruschelli**, Vice President *Comitato Medicina e Informazione*, *Phyto therapist Doctor\**

**Mila Fumini**, Coordinator, *RAGU*, *"A research about food archaeology through web sharing"*

#### 17.15: Conclusions and final greetings

*\*waiting for confirmation*

*Provisional Programme updated 8<sup>th</sup> October 2019*



## MERCATO MEDITERRANEO

6 Master classes participants will be host during the three days November 9<sup>th</sup> – 10<sup>th</sup> – 11<sup>th</sup> and will be given a personal pass.

To know more about Mercato Mediterraneo visit [www.mercatomediterraneo.it](http://www.mercatomediterraneo.it)

## AN IDEA OF

**Simonetta Pattuglia** – *Professor of Marketing, Communication and Media, Director of the Master's Degree in economics communication and media management– Dep. Management e Diritto, University of Roma "Tor Vergata", Scientific and Organisational Coordinator Food Wine & Co; Event's editor, and Paola Cambria –Journalist and sommelier, Head of Communication and Image, CIA-Agricoltori Italia.*

## INFO

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