

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 9th-10th-11th 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 9th, 10th, 11th, 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 9th and Monday 11th** there will be thematic sessions about **products, services, tastes, quality, places, traditions, innovation, culture, events and experiences**. The morning of **Sunday, the 10th**, 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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ega WORLDWIDE



ACQUA
Fidetto
DAL 1894



ALET
ASSOCIAZIONE LAVORO
ECONOMIA TOR VERGATA



CASATA MERGE
CASA DI MERCE

DATA STAMPA



ARCHI'S COMUNICAZIONE



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.*

SATURDAY, 9TH NOVEMBER 2019 – First day

10.00: Participants registration

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 Barbara, Cultural Coordinator, Mercato Mediterraneo. Cibi Culture, Mescolanze

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"**

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, **"Naturality 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*

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"***

16.00 – 17.30: **Casata Mergè Wine tasting and aperitif** courtesy of **Alce Nero**.

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

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

SUNDAY, 10TH NOVEMBER 2019 – Second day

ROUND TABLE

FOOD BRAND: ITALY, THE MEDITERRANEAN AND THE WORLD.

10.00: Participants registration

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"*;

Pietro Ciccotti, Editor, *Excellence Magazine*
Alexandra Devarenne, Co-founder and CEO, *Extra Virgin Alliance*
Anna Flavia Pascarelli, Manager Food and Beverage Division, *ICE Agency*
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*
Viorel Vigna, Commercial Manager of regional transportations, *Trenitalia*

12.00: Californian Oil tasting kindly offered by Alexandra Devarenne, CEO, Extra Virgin Alliance

Q&A and Conclusions

15.00: Free Mercato Mediterraneo sessions

MONDAY, 11TH NOVEMBER 2019 – Third day

10.00 – 10.45: ENTERPRISE WORLD - MASTER CLASS 3

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*, **“The agriculture of the future speaks to women”**

10.45 – 12.15: PLACES - MASTER CLASS 4

Alberto Mazzoni, Director, *Istituto Marchigiano di Tutela Vini*, **“From territory to brand. Marche case study.”**

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Bruno Bertero, Marketing Director, PromoTurismo 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.”**

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

14.15 – 15.15: COUNTRIES - MASTER CLASS 5

Fabio Ventoruzzo, 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.”**

Representative of LVMH Group, Wine and Spirits

Silvia Aloe, PR & External Communication Manager, Birra Peroni, **“How to sustain and promote Italian identity within an international dimension”**

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”**

Antonio Natale, COO, 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 Bruscellini, Vice President Comitato Medicina e Informazione, Phyto therapist Doctor*

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

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17.15: Conclusions and final greetings

*waiting for confirmation

Provisional Programme updated 28th October 2019

MERCATO MEDITERRANEO

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

To know more about Mercato Mediterraneo visit 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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Tel. (+39) 0672595522

REGISTRATIONS

Registration fee: **250,00 Euro**.

It is possible to choose 3 Masterclasses. The registration fee is **100,00 Euro**.

There is a convention with partners' associates, students and former students of Tor Vergata University with a registration fee of **100,00 Euro**. For this group of participants, it is possible to choose among 3 masterclasses and pay a fee of **50,00 Euro**.

In order to enroll it is necessary to make a bank transfer to: **IT64M0301503200000004128787**

to Alet - Associazione Laureati Economia Tor Vergata. In the reason for the transfer should be indicated name, surname and "*contributo partecipazione Seminario Food Wine & Co. 2019*" or alternatively "*contributo partecipazione Seminario Food Wine & Co. 2019, 3 masterclass*".

A copy of the payment should be sent to : pignedoli@economia.uniroma2.it *no later than November 4th 2019*.

AGREEMENTS WITH PROFESSIONAL ASSOCIATIONS

FERPI will confirm 200 training credits to the associates who will attend the three day of the educational event. Learn more about it at caspferpi.it

HOW TO GET THERE

Visitors entrance is the EST one.

Also available a shuttle bus service in collaboration with Fiera Roma to/from Stazione Termini and Aeroporto Fiumicino.

<https://www.sitbusshuttle.com/fiera-di-roma/>

For further information <http://www.mercatomediterraneo.it/come-arrivare/>

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