



Shanghai - May 29, 2021  
上海 - 2021年5月29日



2<sup>nd</sup> EDITION  
ITALY - CHINA Forum

Italian Cuisine  
Mediterranean Diet

JA  
KC

SOCIAL  
SUPPLY  
PRESENTS



美食嘉年华  
美食交流会  
FEAST CON



Scan for Free Registration

**OPENING SPEECH**

**GIOVANNA SANGUOLO**

Vice President of Association Promoltalia (Shanghai/Naples) - online  
*Planet, People, Italian Cuisine & Mediterranean Diet: call for ideas*

**STITUTIONAL GREETINGS**

**LIU ZHENGYUAN**

Former Deputy Mayor of Shanghai - by person  
**LIU WENQING**  
Former General Secretary of the Shanghai Municipal Party Committee - by person

**FRANCESCO PICARONE**

Regional Councilor and President of the Budget Commission of the Campania Region - online

**PANELIST:**

**ANDREA SONNINO**

President of the Italian Association of Graduates in Agriculture (FIDAF) - Professor at Roma Tre University and at Universitas Mercatorum - online  
*Sustainable diets: linking consumption patterns to health and environment*

**STEFANIA RUGGERI**

Researcher and nutritionist at CREA (Council for Agricultural Research and Economics) - Adjunct Professor of Food Science & Technology and Communication in Nutrition, at Tor Vergata University of Rome - online  
*Scientific and cultural basis of the Mediterranean sustainable cuisine*

**EUGENIO GERVASIO**

Journalist, Manager and Entrepreneur - Founder & CEO of the MAVV Wine Art Museum - online  
*The MAVV Wine Art Museum: Innovation in communication and promotion of Made in Italy Wine & Food*

**IVAN VISCONTI**

Full Professor of the University of Salerno and member of the International Association for Trusted Blockchain Application and partner of the Center for Secure Distributed Ledgers and Contracts - online  
*Blockchain Food Traceability: the Good, the Bad and the Ugly*

**MODERATOR**

**DAVIDE CALI'**

CEO and Founder of Expand HK

**GIORGIO CIARDELLA**

CTO - Co-Founder Farzati Consulting, Farzati Tech Srl - online

*Traceability, a challenge and an opportunity for agrifood supply chain*

**GIANLUCA GIORGI**

CEO of ES Automation Consulting Ltd; CEO of ES Consultant Ltd HK; CEO of OperaMES Ltd; CTO of O3CARE, Shenzhen - online

*Blockchain Food Traceability: the Chinese experience*

**MICHELE BLASI**

Director Department of Agri-food Quality in Rome - online  
*Quality and digital certifications, to give added value to the Italian agri-food chain*

**LUCIO FUMAGALLI**

President of National Rural Sociology Institute - online  
*Innovative services for sustainable development of rural society: new relationship marketing models in support of agrifood export. Part 1*

**ALESSANDRA DE SENEEN**

General Secretary of National Rural Sociology Institute - online  
*Innovative services for sustainable development of rural society: new relationship marketing models in support of agrifood export. Part 2*

**CRISTINA CORSINI**

President of Association Promoltalia (Shanghai/Naples) - CEO and Founder of Good Italy - Shanghai - by person  
*The future? It is the Mediterranean diet: change, development and sustainability*

**ANTONINO SCORDO**

Culinary Director, Jinling Hotel, Nanjing - online  
*Innovation in the kitchen: between experiments and tradition*

**FRED YANG**

Founder of Rainbow Hope Program - by person  
*Food, the connection of human beings*

**ZHENGXI ZHONG**

Executive Director of Shanghai Roots & Shoots - by person  
*A project for the future of the planet*

DAY 1

DAY 2



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