

10.00 am **Opening ceremony**

Giancarlo Muzzarelli  
Mayor of Modena  
Philippe Francois  
President of Amforht

Antonio Ghini  
Director of Enzo Ferrari Museum  
Yolanda Perdomo  
Org. Mondiale del Turismo

Massimo Bottura  
Osteria Francescana

10.30 am **Conference and debate**

**Strategic aspects of the education chain:**  
education, research, advanced training and the importance of international mobility

Introduction

Giuseppe De Biasi

Presenting

**International Mobility and good practices exchange towards education to responsible consumption and local promotion: Mobilità 2020, POVEL, Key Q, PARADISO and other experiences**  
*Experiences from AECA and SCF networks*

**Advanced training in the academia: the experience of ALMA (PR)**

Enzo Malanca  
*President of ALMA Cooking School*

**Advanced Training in the enterprise: the experience of Foundation Bruto and Poerio Carpigiani**

Romano Verardi  
*President of Foundation Bruto and Poerio Carpigiani*

**Chef to Chef and the Memorandum of Understanding with USR and the Emilia Romagna Region**

Alessio Malaguti  
*Chef to Chef Association  
Emilia Romagna Cuochi*  
Laura Gianferrari  
*Emilia Romagna Regional Office  
for Education Services*

Debate

Conclusions

Prof. Patrizio Bianchi

12.00 am **Speed networking (personal business meetings) and Press conference**

1:00 pm **Presentation of Slow Food Presidia**

Guido Zanoni  
*Vice president of Slow Food Emilia Romagna*

**Lunch and tasting of PDO (Protected Designation of Origin) products:**

*Parmigiano Reggiano, Parma ham, Balsamic Traditional Vinegar of Modena in collaboration with local producers*

Catering will be curated by the students of Catering School "CFP Nazareno" from Carpi (Modena)

2:00 pm **Visit of Ferrari museum**

14.30 pm **Conference and debate**

**The Agro-business sector and its impact on tourism:**  
Emilia Romagna Regional and global Development strategy

Introduction

Giuseppe De Biasi

Presenting

**Trends and strategies in Europe**

Paolo De Castro  
*European Member of Parliament*

**Skills for the promotion and marketing of tourism-related supply chains**

Nicola Spagnuolo  
*President of Fondazione I.T.S. di Rimini  
"Turismo e Benessere"*

**The art of Ice-cream: Italian excellence**

Roberto Morisi  
*Director of Human Resources Carpigiani group*

**Villani Salumi: the tourist value of a leader company of the Emilia taste in the world**

Corradino Marconi  
*Executive Director Villani Salumi SpA*

Debate

Conclusions:

**Looking to the future: the Italian Farming Factory project (Fabbrica Italiana Contadina)**

Andrea Segrè  
*Dean of the Faculty of Agriculture - University of Bologna / President of CAAB Agro-Food Centre of Bologna*

4.00 pm **Speed networking (personal business meetings)**

5.15 pm **Conference and debate**

**STR global:**  
Tools for Hotel-related Academic Research and Education

6.00 pm **End of works**