

International summit

FOOD. RESTART FROM CREATIVITY

LIVE STREAMING

20 November 2020 – h. 2:30 PM CET

ON THE COMUNE DI BERGAMO YOUTUBE CHANNEL



AGENDA:

2:30 | WELCOME ADDRESS AND OPENING REMARKS

International and National Authorities:

- **Fabio Rolfi** | Councilor for Agriculture, Food and Green Systems Region Lombardy
- **Franco Bernabè** | President National Commission for UNESCO
- **Ambassador Massimo Riccardo** | Permanent Delegation of Italy to UNESCO
- **Denise Bax** | Secretariat UNESCO
- **Sen. Teresa Bellanova** | Minister of Agricultural, Food and Forestry Policies (invited)

2:50 | OPENING SPEECH

Giorgio Gori | Mayor of Bergamo

Presents the project Bergamo Creative City of Gastronomy and the objectives to be achieved in collaboration with the UCCN

THE MODERATOR

Claudio Cecchinelli | Coordinator Bergamo UCC of Gastronomy

Introduces the speakers

3:00 | ALBA (ITALY)

Emanuele Bolla | Municipal Councilor for Tourism and UNESCO Creative Cities

Land Marketing: Territory, Culture and Local Products as Strategic Assets

3:10 | BELO HORIZONTE (BRAZIL)

Paulo Henrique de Matos Almeida | Cheese Producer

The Cheese Colonization in the State of Minas Gerais

3:20 | BERGEN (NORWAY)

Ruth Rørvik | Focal Point of Bergen UCC of Gastronomy

Food Tourism: Places as Destinations and Typical Products as Ambassadors

3:30 | BURGOS (SPAIN)

Eneko Iriarte | Universidad de Burgos (Laboratorio de Evolución Humana/Human Evolution Laboratory)

Agriculture, Land, Food and Health: a Shared Responsibility

3:40 | DÉNIA (SPAIN)

Floren Terrades | Director of the Municipal Office for Innovation and Creativity Food Tourism

Places as Destinations and Typical Products as Ambassadors

3:50 | ÖSTERSUND (SWEDEN)

Dag Hartman | International Strategist/Project Coordinator

International Projects, Region of Jämtland Härjedalen, Focal Point of Östersund

Innovation as Lever

4:00 | PARMA (ITALY)

Cristiano Casa | Deputy Mayor for the UNESCO Project, Municipality of Parma

Networking to Compete

4:10 | TUCSON (us)

J. Felipe Garcia | Executive Vice President, Visit Tucson

Internationalization, E-commerce and Market Places

4:20 | TUCSON (us)

Giuseppe Biagini | Founder of International Traditional Knowledge Institute Foundation (ITKIUS) and Focal Point of Bergamo UCC of Gastronomy

Leveraging the Collective Intelligence of a Territory – The Case of the Artisanal Cheese Makers

4:30 | BERGAMO (ITALY)

Francesco Maroni | President Project FORME

Presents the project Forme Creative

4:40 | BERGAMO (ITALY)

Roberto Amaddeo | Deputy Bergamo UCC of Gastronomy

Cheese and Food as Cultural Heritage

Official language of the international summit: ENGLISH

In the context of

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Organization

FORME supports

Crafts & Folk Art | Design | Film | Gastronomy | Literature | Media Arts | Music