EUROPEAN FOOD LAW ASSOCIATION (EFLA)
FEDERALIMENTARE & ASSOLOMBARDA

WORKSHOP
“Food products and information to the consumers”

Milano, June 6 2011 from 10 a.m. to 1 p.m.
Assolombarda – Meeting Room Falck (Sala Falck)

Draft program:

9:30  Attendance registration

10.00  Welcome
Alessandro Artom, EFLA Vice President

10.10  Presentation of Milan World Expo 2015 on human feeding
Silvio Ferrari, President Food section of Assolombarda and WG Coordinator
“Nutrition” Special Project EXPO 2015 - Confindustria,

10:30  “New requirements and answers of Food Industry”
Daniele Rossi, General Director of Federalimentare – Italian Federation of
Food Industries

10.50  “Which communication to consumers?”
Mario Abis, Professor of IULM University Milan – Science of Communication
Faculty

11.10  “EU Regulation on the provision of food information to consumers”
Ferdinando Albisinni, EFLA Council

11.30  “Nutrition and Health Claims”
Dietrich Gorny, EFLA Vice President

11.50  “Antitrust Case Law on misleading advertising”
Luciano Di Via, Law firm Bonelli Erede Pappalardo

12.10  “Risk Communication”
Vicente Rodriguez Fuentes, EFLA Council

12.30-13.00  Discussion and Conclusion

13.00  Buffet Lunch

13.30-15.00  EFLA Council Meeting

In cooperation with AIDA – IFLA Italian Food Law Association