



## FRESH PRODUCE NETWORKING IN THE MEDITERRANEAN

28-30 September 2011

Tunis • TUNISIA

**Location: Ramada Plaza Hotel, Gammarth – Tunis**

## Programme

### **28 September, WEDNESDAY**

- 16:00            *Registration Desk opens*
- 16:00-19:00    **B2B meetings** and stands are opened
- 16:00-18:00    Annual Assembly of the Mediterranean Wholesale Markets Association AssoMedMarkets
- 16:00-17:15    **Workshop 1** : COOP Italia  
16:15-17:30    **Workshop 2** : Agrileasing Bank  
17:30-19:00    **Workshop 3** : Organic farming in the Mediterranean Region  
17:30-18:30    **Meeting Point Olive Oil**
- 20:30            **Gala dinner.** Presentation of the 4th edition of the “**Green Med Awards**” (*upon invitation*)

### **September 29, THURSDAY**

- 9:00            *Registration Desk opens*
- 09:30-11:00    PLENARY SESSION: Politics and agricultural economies in the Med Region**
- Presidents:**        Abdellatif GHEDIRA – General Director APIA (Agency of Promotion Agricultural Investments).  
**Speakers:**        Pietro BENASSI – Italy’s Ambassador in Tunis;  
                          Cosimo LACIRIGNOLA – Director General Mediterranean Agronomic Institute of Bari (MAIB);  
                          Giuseppe POLITI - President of the Italian Farmers’ Confederation (CIA), Rome;  
                          Paolo BRUNI – President of COGECA, Bruxelles;  
                          Abdellatif HAMAM - Director General CEPEX (Centre de Promotion des Exportations), Tunis;  
                          Philippe BINARD - General secretary FRESHFEL Europe, Bruxelles.
- 11:00-11:30    **Coffee break**

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### 11:30-13:00 Session 1 : QUALITY

#### Main hall: Fruits and vegetables -

#### **“Mediterranean quality: the role of certifiers, markets and retailers’ standards”**

President: Jacques DASQUE – General Secretary of AREFLH (Assembly of European Fresh Fruit and Vegetable Regions), Bordeaux.

Speakers: Soufiene MEDDEB – General Manager of GIFruits, Tunisia;  
Montserrat GIL DE BERNABE’ – General manager of MERCABARNA, Barcelona;  
Maurizio BRASINA – Fresh Produce Quality Manager of COOP Italy;  
Iyed KACEM - Manager of the Tunis’ office of the Mediterranean Institute of Certification IMC;

**Panel discussion.**

#### Hall B: Olive oil - “Technologies and techniques for a quality olive oil”.

President: Mohamed Moez ZOUARI –DG of the General National Office of Olive oil ONH, Tunisia;

Speakers: Kamel BEN AMAR - Technical director of the General National Office of Olive oil ONH, Tunisia ;  
Antonio VOLANI - AIPO Technical Director, Verona Italy;  
Manuel Alfonso TORRES GONZALEZ – President INFAOLIVA and UNAPROLIVA, Spagna.

**Programmed interventions.**

13:00-14:15 **Buffet lunch**

### 14:15-15:45 Session 2 : LOGISTICS & TRADE

#### Main hall: Fruits and vegetables – “The development of maritime and integrated logistics in the Mediterranean Region. Tunisia as logistic platform”

President: Mr. Luca LANINI – Professor of Agrofood Logistics, University Sacro Cuore, Italy.

Speakers: Mr. Bayram Ali CAKIROGLU –Director of the Metropolitan Wholesale Market of Istanbul, Turkey;  
Mohamed LAOUINI – President Dir. Gen. SO.TU.MAG. (Société Tunisienne Marchés de Gros);  
Carlo CAMISETTI – President TLS Europe, Genova Italia.

**Panel discussion.**

#### Hall B: Olive oil - “The market situation. Competition and integration.”

President: Manuel Alfonso TORRES GONZALEZ – President INFAOLIVA and UNAPROLIVA, Spagna.

Speakers: Mrs. Lamia THABET - General Manager of Packtec, Tunis.

**Panel discussion.**

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15:45-16:15 **Coffee break**

### 16:15-17:45 **Session 3: INVESTMENTS & SECTOR POLITICS**

#### **Main hall: Fruits and vegetables - "Investing in Med countries: Tunisia's opportunities. Product integration."**

**President:** Abdellatif HAMAM - Director General CEPEX (Centre de Promotion des Exportations), Tunis;  
**Speakers:** Fatima EL HADAD GAUTHIER – Researcher Med Agronomic Institute Montpellier (IAMM);  
Abdelmoumen TOUKABRI – General Coordinator at APIA, Tunis;  
Rym AYADI – Director MEDITerranean PROspects-MEDPRO, Centre for European Policy Studies (CEPS), Bruxelles;  
Maurizio BONAVIA – Head of Cooperation Office, Italy's Embassy in Tunis.

**Panel discussion.**

#### **Hall B: Olive oil - The sector organizations meet each other.**

**President:** Enzo GAMBIN – Director general AIPO Verona and UNAPROL representative (Rome);  
**Speakers:** Enrique Francisco DELGADO HIDALGO – General Sec. INFAOLIVA and UNAPROLIVA, Spain.  
Representative of Tunisia's National Federation of Olive oil Exporters.

**Panel discussion.**

### 17:45-18:15 **Conclusions and final recommendations:**

- Mares HAMDY – Adviser to Tunisia's Minister of Agriculture;
- Enzo GAMBIN – Director general AIPO Verona and UNAPROL representative (Rome);
- Jacques DASQUE – General Secretary of AREFLH.

20:30 **Tunisian Typical dinner**

## **September 30, FRIDAY**

9:00-11:00 **B2B meetings**

10:30-11:00 **Final press conference.** Presentation of a document of recommendations to be sent to European and Mediterranean political authorities.

11:00-17:00 **Technical visits to farms** with two different programmes for fruit and vegetables and olive oil.

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**SEE YOU IN SPAIN IN 2012 FOR THE 5th GREEN MED FORUM !**

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