



*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 Errede 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