



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