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*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