

**INTERNATIONAL SUMMIT
FOOD. RESTART FROM CREATIVITY
BERGAMO November 20, 2020
2:30-5:00 PM CET**

Live streaming on the Comune di Bergamo YouTube channel

AGENDA

- 2:30 Welcome address and opening remarks: International and National Authorities
Fabio Rolfi, Councilor for Agriculture, Food and Green Systems Region Lombardy
Franco Bernabè, President National Commission for UNESCO
Ambassador **Massimo Riccardo**, Permanent Delegation of Italy to UNESCO
Denise Bax, Secretariat UNESCO
Sen. **Teresa Bellanova**, Minister of Agricultural, Food and Forestry Policies (invited)
- 2:50 Opening speech: **GIORGIO GORI MAYOR OF BERGAMO** presents the project Bergamo Creative City of Gastronomy and the objectives to be achieved in collaboration with the UCCN
- The moderator, **Claudio Cecchinelli Coordinator Bergamo UCC of Gastronomy**, introduces the speakers
- 3:00 ALBA (Italy) **Emanuele Bolla Municipal Councilor for Tourism and UNESCO Creative Cities: Land Marketing: Territory, Culture and Local Products as Strategic Assets**
- 3:10 BELO HORIZONTE (Brazil): **Paulo Henrique de Matos Almeida, Cheese Producer**
The Cheese Colonization in the State of Minas Gerais
- 3:20 BERGEN (Norway) **Ruth Rørvik Focal Point of Bergen UCC of Gastronomy** Food Tourism: Places as Destinations and Typical Products as Ambassadors
- 3:30 BURGOS (Spain) **Eneko Iriarte Universidad de Burgos (Laboratorio de Evolución Humana/ Human Evolution Laboratory)** Agriculture, Land, Food and Health: a Shared Responsibility
- 3:40 DÉNIA (Spain) **Floren Terrades Director of the Municipal Office for Innovation and Creativity Food Tourism** Places as Destinations and Typical Products as Ambassadors
- 3:50 ÖSTERSUND (Sweden) **Dag Hartman International Strategist/Project Coordinator International Projects, Region of Jämtland Härjedalen, Focal Point of Östersund** Innovation as Lever
- 4:00 PARMA (Italy) **Cristiano Casa Deputy Mayor for the UNESCO Project, Municipality of Parma** Networking to Compete
- 4:10 TUCSON (US) **J. Felipe Garcia Executive Vice President, Visit Tucson** Internationalization, E-commerce and Market Places
- 4:20 TUCSON (US) **Giuseppe Biagini Founder of International Traditional Knowledge Institute Foundation (ITKIUS) and Focal Point of Bergamo UCC of Gastronomy** Leveraging the Collective Intelligence of a Territory – The Case of the Artisanal Cheese Makers
- 4:30 BERGAMO **Francesco Maroni President Project FORME** presents the project **Forme Creative**
- 4:40 Closing remarks: **BERGAMO Roberto Amaddeo Deputy Bergamo UCC of Gastronomy** Creative City Cheese and Food as Cultural Heritage