

**PERSONALIZED FOOD CONSUMPTION:
FROM FUNCTIONAL FOODS TO HEALTHY DIETS
The Israel Trade Fairs and Convention center, Hall A1
Tel Aviv, April 28th 2015**

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| 9:20 | Registration | |
| 9:30 - 9:45 | <u>Greetings:</u> On. Andrea Olivero H.E. Francesco Maria Talo' Mr. Ohad Cohen | Italian Vice Minister of Agriculture Ambassador of Italy to Israel Deputy Director General, Director of Foreign Trade Administration – Ministry of Economy |

Presentation of the Scientific Activities taking place in the Italian Pavilion

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| 9:45 - 10:00 | Francesco Loreto | National Research Country Bio-agrifood Sciences Department <i>"Challenges in food science and agriculture at the time of EXPO 2015"</i> |
| 10:00 - 10:10 | Vincenzo Longo | National Research Council, Institute of agricultural biology and biotechnology of Pisa <i>"Anti-inflammatory, antioxidant and hypolipidemic properties of nutraceutical and functional foods"</i> |
| 10:10 - 10:20 | Ron Salpeter | CEO Hinoman <i>"Meeting 21st century food challenges - through a novel sustainable protein rich crop"</i> |
| 10:20 - 10:30 | Oren Froy | Head, Institute of Biochemistry, Food Science and Nutrition Faculty for Agriculture, Food and environment of the Hebrew University in Rehovot <i>"Functional foods at the right time"</i> |
| 10:30 - 10:40 | Mauro Rossi | National Research Council, Institute of Food Sciences of Avellino <i>"Novel and functional food for modulating immunity and metabolic functions"</i> |
| 10:40 - 10:50 | Hinanit Koltai | Volcani Center <i>"Nutraceuticals and anti-inflammatory food additives"</i> |
| 10:50 - 11:05 | Coffee Break | |
| 11:05 - 11:15 | Zvi Hayouka | Faculty for Agriculture, Food and Environment of the Hebrew University in Rehovot - Microbiology and Foods safety <i>"The design of novel and effective antimicrobial agents"</i> |
| 11:15 - 11:25 | Paola Lavermicocca | National Research Council, Institute of Sciences of Food Production of Bari <i>"Probiotic foods and nutraceuticals to achieve a functional Diet"</i> |
| 11:25 - 11:35 | Shlomo Sela | Volcani Center |

"Microbial Safety of fresh produce"

11:35 - 11:45 **Pietro Piffanelli** Parco Tecnologico Padano
"Nutrigenomics: new perspectives for a nutraceutical personalized approach"

11:45 - 11:55 **Eyal Shimoni** Alpha Strauss
"Industry perspective on the challenges of personalized food"

11:55 - 12:05 **Anat Elman** Volcani Center
"The therapeutic potential of nutraceuticals and edible plant extracts for the prevention/treatment of neurodegenerative diseases"

12:05 – 12:15 Closing Remarks