

April, 25th - 27th 2008

The key argument of 2008 Food Market Festival will be “**The Mediterranean**” (food, olive oil, wheat, spices, anises, vegetables ...): the guest country will be **Turkey**.

The claim is “**Non perdete la Trebisonda**”
“... Never forget your goal ...”

Trabzon, founded by the Greeks, during the Roman Empire was an important naval base. The Eastern Roman Empire saw Trabzon as the key market between Middle East and Turkey. The Italian idiomatic phrase “perdere la Trebisonda” means that Trabzon was an extremely important mark for caravans: the “goal for the travellers”. 2008 Food Market will emphasize the concept that “... the Market is the goal ...”

Preliminary program and events

Friday, April 25th 2008

- 13:30 - Registration of the Participants at Camplus - Lingotto
- 14:30 - Workshop “Perspectives and extension of the network to new markets” - Emporion’s official meeting
- 17:00 - Workshop “The finger food. Preserving, protecting and promoting local and typical food”

Participants : Emporion Representatives and Guests from Turkey, Greece, Italy, Lebanon and Morocco.

Saturday, April 26th 2008

- 10:00 Opening of the Mediterranean Market at Eataly: food and artisanship.
Stalls from the Mediterranean area: Lebanon, Morocco, Turkey, Greece, Egypt, Sicily, Sardinia, Basilicata and Calabria.
- 10:30 Visit to the market of Porta Palazzo.
- 11:30 Official opening of the «5th Food Market» at Porta Palazzo.
- 13:00 Lunch at Divizia - Typical products from the Provincia di Torino.



15:00 Congress at Eataly

“The Markets - Novelty and tradition in their offer to the consumer”

The purpose of the congress is to discuss the contribution that the town markets give to the quality of the urban living. The novelties in the area of town markets and the best practices of some international excellences will be introduced.

21:00 Official dinner.

Sunday, April 27th 2008

10:30 Round table at Eataly

“The Farmer’s markets in Piedmont: a future for the regional agriculture”

This round-table will examine the “farmer’s markets” that will represent an interesting way to promote to the consumer the agricultural world and the local typical products.

12:30 End of the meeting.



International Congress

“The Markets - Novelty and tradition in their offer to the consumer”

Torino, April 26th, 2008

The purpose of the congress is to discuss the contribution that the town markets give to the quality of the urban living. The novelties in the area of town markets and the best practices of some international excellences will be introduced.

15:00 h - Opening of the congress

Marcella Filippa - *President of “Conservatoire del Piemonte”*

Chairman

Alessandro Altamura - *Councillor for Municipal Trade & Tourism - Torino*

Arguments

Trade and quality of urban structure: Town & Street Markets and Local Shopping Areas

Federico Boario - Conservatoire del Piemonte

The integration of Markets in Barcelona

Jordi Torrades y Aladen - IMMB Barcelona

The markets: novelty and tradition in their offer to the consumer

George Nicholson - Borough Market - London

The restoration of the “Fifth Food Market in Porta Palazzo”: structure of a commercial building of the 18th Century

Sergio Brero - Municipality of Torino

“Food Markets in the Eastern Mediterranean: A Place of Social Culture”

Güzin Yalin - President Conservatoire Des Cuisines Méditerranéennes - Turkish Platform



International Congress

“The Farmer’s markets in Piemonte: a future for the regional agriculture”

Torino, April 27th, 2008

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9:30 h - Opening of the congress

Chairman

Ignazio Garau - *Vice-President of “Conservatoire del Piemonte”*

Arguments

The role of Res Tipica and its propositions to the Local Authorities

Pier Ciro Galeone - ANCI Res Tipica

The Farmer’s Markets in Italy

*Carlo Ferocino - Ministry - Department of Agriculture**

The customer satisfaction in the fresh food market

Federico Boario - “Conservatoire del Piemonte”

The Farmer’s Markets and the “Theme Markets”

Riccardo CHIABRANDO - Coldiretti Piemonte

“Donne in Campo”: a “Theme market”

*Caterina Pecoraro - CIA Piemonte**

The direct sales of Organic Agriculture

Andrea Ferrante – AIAB

“Food Markets: A Symbol of Supreme Power”

Hasan Açanal, Board Member International Conservatoire

The defence of Typical & Local Products: the role of Slow Food

Piero Sardo - Slow Food

Beyond difference towards similarity, Farmers Exchange Program

Kamal Mouzawak - Souk ed Tayeb

The Farmer’s Markets and the Customer Satisfaction in the USA

Susanne Wetzel - M.A. Food Culture & Communication

The integration of Farmer’s Markets and modern Food Retail

Levente Kiss - CSAP Hall & management - Budapest

Summary and conclusion

Mino Taricco - Counsellor of the Agricultural Department - Regione Piemonte

** To be confirmed*