



PARMA.10|11 APRILE.2019



UNIVERSITÀ
DEGLI STUDI
DI TORINO

WORKSHOP

The ESCAPE Project: the added value of export and foreign markets competences in the agrifood sector

CIBUS CONNECT – Parma, 10 April 2019
Fiere di Parma, FOOD VISION LAB-PAD 5

14:00	Welcome coffee and Registration of participants
14:30 – 15:00	Welcome speech, introduction and presentation of ESCAPE Project <i>Maurizio Notarfonso – Federalimentare Servizi</i> <i>Giorgia Sabbatini - Federalimentare</i>
15:00 – 15:45	An innovative online learning platform: focus on the ESCAPE course for Italian, Dutch and French students <i>(Alessandro Sopegno – University of Turin)</i>
15:45 – 16:05	The entrepreneur's opinion <i>(Annibale Pancrazio – Pancrazio spa and Vice President of Federalimentare)</i>
16:05 - 16:25	The ITA Agency role: export, foreign markets and a focus on U.S.A. <i>(Giovanni Delle Donne – Agenzia ICE)</i>
16:25 – 16:30	ESCAPE: goals achieved and future perspectives <i>(Laura Marley – ANIA; Project Coordinator</i> <i>*The speech will be delivered in English</i>
16:30 – 17:00	Q&A and Conclusion

For **information, registration** and get a **free ticket** to participate in the workshop, please write by 05th April 2019 to: sabbatini@federalimentare.it