CONCEPT AND PROGRAMME

With less than six months to the opening of the World Expo, Expo Milano 2015 is entering the full operational phase of the project. Works have progressed, 47 Countries have started with Pavilion construction activities and Clusters are almost completed.

Having reached this crucial stage, the Expo 2015 Company, in agreement and collaboration with the BIE, has decided to convene the first meeting of the College of Commissioners General, in accordance with article 7 of the General Regulations. On this occasion, Commissioners General of Sections representing Official Participants will meet to nominate the Chairperson of the College and the Steering Committee.

Accepting the invitation of local authorities and institutions (Emilia Romagna Region, Municipality of Parma, Chamber of Commerce of Parma and Industrial Union of Parma), the event will take place in Parma, one hour distance from Milan.

This will be a unique opportunity to discover the agri-food capital of Italy and its culinary traditions, in close connection with the Theme of Expo Milano 2015 “Feeding the Planet, Energy for Life”. Parma is known as the heart of the Italian Food Valley for its gastronomic industries and it is home to some of the most famous Italian food exports in the world, such as Parmigiano Reggiano and Prosciutto di Parma.

Parma also hosts the headquarter of the European Food Safety Authority (EFSA), the keystone of the European Union risk assessment regarding food and feed safety. To give evidence to the European dimension of the World Expo, the event will start on the evening of December 2nd with a preview of the EU discussion paper on global food and nutrition security, with emphasis on research, that will be officially presented in March. The EU strategy and approach will be presented by Commissioner General David Wilkinson and all the Participants will be invited to take part in a debate, in order to deepen the dialogue on the contents of Expo Milano 2015.

The presentation will be followed by a gala dinner, hosted at the wonderful location of Palazzo della Pilotta. The dinner will be offered by the Institutions of Parma and Emilia Romagna Region in collaboration with ALMA, the world’s leading international educational and training centre for Italian Cuisine, whose President is the famous Italian chef Gualtiero Marchesi.

On December 3rd, Commissioners General will meet at Auditorium Paganini, a historical sugar factory restored by famous archistar Renzo Piano and converted into a concert hall and congress centre.

The meeting will be opened by the Commissioner of the Government of Italy for Expo Milano 2015 and CEO of Expo 2015 S.p.A. Giuseppe Sala, for an update about the progress of the whole project, with the aim of taking the best possible advantage from the dialogue between the Participants and the Organizer.

The following session will be devoted to the presentation of the Expo Business Matching initiative, in order to provide the Participants with all relevant information about the networking opportunities for companies during the World Expo period. By providing access to innovative and advanced matchmaking tools, Expo Business Matching will enable all foreign business operators from participating Countries to create a personalized B2B meeting schedule in Italy. The project is developed by a working group composed by the Ministry of Foreign Affairs, the Ministry of Economic Development, the Ministry of Agricultural Policies, the Chamber of Commerce of Milan, the Italian Institute for Foreign Trade and Fiera Milano, in collaboration with the Organizer.

After the Expo Business Matching presentation, the plenary session of Commissioners General, opened by Secretary General of the BIE Vicente González Loscertales, will nominate the Chairperson of the College, who will address a speech to the assembly. Following, Commissioners General will present a list of candidates and appoint the Steering Committee of the College of Commissioners General.
The meeting will end with a lunch offered by the above mentioned local Institutions.

In the afternoon, there will be the constituent session of the Steering Committee and in parallel the first official meeting of the Participants Communication Network formed by the appointed Communication Officers. An information desk will also be available for an in-depth session of questions and answers about the B2B project presented in the morning. Finally, Expo 2015 Company Managers will be available for bilateral meetings with Participants about any other specific issue.

On December 3rd, a buffet dinner will be offered to the Participants who are going to continue their stay in Parma. The dinner will take place at Palazzo Ducale di Colorno, which is the headquarter of ALMA School.

The Organizer requests each Delegation to be led by the Commissioner General, accompanied by one additional component and the Communication Officer if appointed. The invitation and the link for the online registration will be sent soon, together with practical information about transfer and accommodation.

Your dedicated Country Officer is available to provide you with any other useful information you might require.

**PROGRAMME**

**TUESDAY – DECEMBER 2ND 2014**

**18.00 – 18.30**

Accreditation  
Camera di Commercio di Parma  
Via Giuseppe Verdi 2, Parma

**18.30 – 19.30**

EU discussion paper – Strategy and approach  
David Wilkinson, EU Commissioner General  
Representative Directorate General EFSA, European Food Safety Authority  
Debate session

**20.00**

Gala dinner  
Offered by the Institutions of Parma and Emilia Romagna Region  
In collaboration with ALMA, Scuola Internazionale della Cucina Italiana  
Palazzo della Pilotta  
Piazza della Pilotta, Parma

**WEDNESDAY – DECEMBER 3RD 2014**

**09.30 – 10.00**  
Accreditation  
Niccolò Paganini Auditorium  
Via Toscana 5/a, Parma

**10.00 – 11.00**

Progress of the Expo Milano 2015 project  
Giuseppe Sala, Commissioner of the Government of Italy for Expo Milano 2015 and CEO of Expo 2015 S.p.A.

**11.00 – 11.45**

Expo Business Matching  
Vincenzo De Luca, Ministry of Foreign Affairs  
Pier Andrea Chevallard, Secretary General of Milan Chamber of Commerce

**11.45 – 13.00**

Plenary session  
Opened by Vicente González Loscertales, BIE Secretary General  
Appointment of the Chairperson  
Intervention by the Chairperson  
Presentation of the candidates for the Steering Committee  
Appointment of the Steering Committee

**13.00 – 14.30**

Lunch  
Offered by the Institutions of Parma and Emilia Romagna Region  
In collaboration with ALMA, Scuola Internazionale della Cucina Italiana

**In the afternoon**

Constituent session of the Steering Committee  
Meeting of the Participants Communication Network  
B2B Project info desk  
Bilateral meetings

**20.00**

Buffet dinner  
Offered by the Institutions of Parma and Emilia Romagna Region  
In collaboration with ALMA, Scuola Internazionale della Cucina Italiana  
Palazzo Ducale di Colorno  
Piazza Garibaldi, Colorno (Parma)