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MINISTERO POLITICHE AGRICOLE
ALIMENTARI E FORESTALI



Ministry of Agriculture and Land Reclamation



Regione Lazio
Assessorato all'Agricoltura



Osservatorio del Mediterraneo

in collaborazione con
in cooperation with



CIHEAM-IAMB



Italian Permanent
Mission to UN and WTO



IFAP



Istituto Nazionale Economia Agraria



Agricultural Research Center (ARC)

Giornate Studio
Mediterranee su
qualità e sicurezza
alimentare
Mediterranean Study
Days upon quality and
food safety

2008/2010



Università di Siena



ISTITUTO MEDITERRANEO
DI CERTIFICAZIONE

Participation in the Study Day is by invitation; previous registration
is required by fax or e-mail :

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Zamalek

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Facing the global market of food products and looking at the free trade area in the Mediterranean basin within 2010 as provided by the Euro-Mediterranean Charter of Barcelona, the correlated needs and opportunities became necessarily subject matter of discussion.

Because of the innovative development of preparation methods and distribution systems food safety requires controls among the whole chain according to standards of integrated approach. In a market framework where words exchange between seller and consumer is even more reduced or lacking, the communication related to the food origin is committed to the signs on products labels as for the geographical marks, the denominations of origin and the geographical indications. These signs remind a certain linkage to the territory, to its culture and traditional production and preparation methods of typical and peculiar food and recipes of the Mediterranean diet. This link represents a "value added" due to natural and human factors and it is an indicator of the identity of the territory in relation with the local communities.

Transferring contents and image concerning quality, safety and identity on the market it is a task assigned to means regulated by national, communitarian and international law, but they also find their "justification" and implementation in a context where juridical and also economical, technical and cultural profiles are contemplated.

The "Mediterranean Study Days upon Quality and Food Safety" (MSD) are an itinerant initiative which moves through the Euro-Mediterranean countries, facing the most current issues related to quality, identity and food safety of Mediterranean food productions through a multi-disciplinary and multi-level approach, involving institutions, enterprises of agricultural and agro industry sector and citizens as consumers.

The Cairo MSD is the third conference of the third edition of the Mediterranean Study Days

من أجل مواجهة السوق العالمي لمنتجات الأغذية و بالنظر الى منطقة التجارة الحرة بحوض البحر المتوسط قبل عام 2010 كما هو مشترط عليه من قبل دستور برشلونة اليورو متوسطي ومن أجل العلاقة ما بين الفرص المتاحة والحاجات فان هذا الموضوع يحتاج الى طرحه للمناقشة.

و بسبب التطوير الخلاق في وسائل الاعداد ونظم التوزيع فان سلامة الغذاء تتطلب التحكم في داخل كل السلسلة طبقا للمعايير المتكاملة المقترحة. في اطار عمل السوق فان حتى الكلمات التي تتغير بين البائع والمستهلك تقل او تكاد تندر والاتصال ما بين اصل الغذاء وتوضحه رموز على الملصقات وكأنها علامات جغرافية ارشادية للطريق فان اصل الغذاء وكأنه مؤشرات جغرافية للغذاء. هذه الرموز تذكر بترابط معين للأقليم ولثقافته والانتاج التقليدي به و وسائل الاعداد للأغذية التقليدية والغريبة ووصفات الطهي اللوجيات الغذائية الخاصة بمجتمعات حوض البحر المتوسط.

هذا الترابط يمثل " القيمة المضافة " والتي سببها هو عامل الانسان وعامل الطبيعة وهذا مؤشر الى أن الهوية الاقليمية في علاقة مع المجتمعات المحلية. ان محتويات الصورة المنتقلة الخاصة بالجودة والسلامة فان تحديد هوية السوق هي مهمة موكلة الى وسائل تنظيمها من خلال جهات أهلية وأقليمية وقوانين دولية ولكن رغم ذلك فان مجتمعات حوض البحر المتوسط يجدوا مبررهم لتطبيق الصورة الاقتصادية والفنية والثقافية المأمولة في سياق شرعي.

ان ايام دراسة حوض البحر المتوسط لسلامة وجوده الغذاء هي المبادرة التجريبية التي تتحرك من خلال البلدان اليورو متوسطية .

وكل هذا من أجل مواجهة الاحداث الراهنة المتعلقة بجودة وهوية وسلامة الغذاء الذي يتم انتاجه في حوض البحر المتوسط من خلال قوانين الضبط المستويات المتعددة ومن خلال اشراك المؤسسات والشركات الزراعية وقطاع الصناعة الزراعية والمواطنين باعتبارهم هم المستهلكون.

ويعتبر مؤتمر القاهرة لايام دراسة حوض البحر المتوسط هو النسخة الثالثة من ايام دراسة حوض البحر المتوسط.

Mediterranean Study Days upon quality and food safety

Identity, quality and food safety of Egyptian agro food productions

Chairman of the sessions H.E. Alberto Schepisi

15.00
Greetings and Introduction

Ayman F. Abou Hadid
President of Agricultural Research Centre, Egyptian Ministry of Agriculture and Land Reclamation

Maria Pia Ragionieri
General Secretary RIFOSAL Consortium

H.E. Amin Abaza
Egyptian Minister of Agriculture and Land Reclamation

H.E. Zoheir Garanah
Egyptian Minister of Tourism

15.45
Plenary Lectures

Habiba Hassan Wassef
Head of external projects coordination unit at Agricultural Research Centre, Nutrition and Health Policy in Development
Valorization of identity of Egyptian products

Roberto Capone
Principal Administrator, Mediterranean Agronomic Institute of Bari (IAMBA)
Erosion of Mediterranean cultural food heritage

Hesham Allam
Chief Researcher, Horticulture Research Center, ARC, Egyptian Ministry of Agriculture and Land Reclamation
Egyptian approach to valorization of quality agriculture products

Egyptian Ministry of Tourism
Egyptian Tourism between history and Food traditions

Coffee Break

Mongi Cherif
Mediterranean Committee representative for Quality and Food Safety ,
International Federation of agricultural of Producers (IFAP)
The role of quality products for Mediterranean agriculture

Lino Carlo Rava
President of Italian National Institute of Agrarian Economics (INEA)
Euromed Agreement: does Codex Alimentarius become current again?

Paolo Borghi - Sbastiano Rizzioli
RIFOSAL Consortium
Geographical Indications in the EU Law: International Framework, European Discipline and Opportunities for Mediterranean countries

Remo Ciucciomei
Chairman of Mediterranean Institute of Certification (IMC)
Which guarantee system to valorize quality Mediterranean productions

18.00
Open Discussion

18.30
Contributions and Projects review

Granting of RIFOSAL fellowships
Three fellowships "Emilio Romagnoli" to the most deserving graduated students in Agrarian Science of the Ain Shams University of Cairo will be consigned by RIFOSAL Consortium

Presentation of the first PRIM-E
The project of the first Euro - Mediterranean information Research Point in Egypt between the Egyptian Agricultural Research Center and RIFOSAL Consortium will be presented by Maria Pia Ragionieri and Ayman Abou Hadid

Enjoy Med – the Mediterranean food exhibition
A project for valorization and promotion of Mediterranean Quality Products and Tourism will be presented by Leonardo Mauretti Executive manager of Events Group

Presentation of CIHEAM Mediterra 2009
The annual Report of CIHEAM, Rethinking rural development in the Mediterranean, will be presented by Sebastián Abis, Administrator for the General Secretariat of CIHEAM

19.15
Closing session and Recommendations
Ayman Abou Hadid, Maria Pia Ragionieri

19.30
Gala Dinner with tasting of Egyptian traditional quality products

At the end of the conference participants will be lead through a culinary experience by tasting Egyptian typical quality food and traditional recipes in the presence of an Italian TV crew