



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

9:00	Registration	
9:15 - 9:35	<u>Greetings:</u> H.E. Francesco Maria Talo’ Mr Francesco Loreto	Ambassador of Italy to Israel CNR Bio-agrifood Sciences Department "Challenges in food science and agriculture at the time of EXPO 2015"
<u>First Section: Functional and health enhancing food</u>		
9:35 - 9:50	Vincenzo Longo	(CNR-IBBA Pisa) "Anti-inflammatory, antioxidant and hypolipidemic properties of nutraceutical and functional foods"
9:50 – 10:05	Mauro Rossi	(CNR-ISA Avellino) "Novel and functional food for modulating immunity and metabolic functions"
10:05 – 10:20	Prof. Oren Froy	Head, Institute of Biochemistry, Food Science and Nutrition Faculty for Agriculture, Food and environment of the Hebrew University in Rehovot
10:20 – 10:35	Paola Lavermicocca	(CNR – ISPA Bari) "Probiotic foods and nutraceuticals to achieve a Functional Diet"
10:35 - 10:50	Dr. Hinanit Koltai	Volcani center "Nutraceutics and anti-inflammatory food additives"
10:50 -11:05	Stefano Predieri	(CNR- IBIMET Bologna) "Health enhancing food: consumer expectations and scientific perspective"
11:05 -11:25	<i>Coffe Break</i>	
<u>Second section: Challenges in Food Security and Production</u>		
11:25 – 11:40	Dr. Zvi Hayouka	Faculty for Agriculture, Food and Environment of the Hebrew University in Rehovot - Microbiology and FoodSafety
11:40 – 11:55	Dr. Shlomo Sela	Volcani center "Microbial food safety in the 21st century"
11:55 – 12:05	Dr. Pietro Piffanelli	Parco Tecnologico Padano

12:05 - 12:15	Prof. Eyal Shimoni	Alfa Strauss
12:15 – 12:25	Mr. TBA	Sviluppo Barilla
12:25 – 12:35	Mr. TBA	Hinoman