



SOCIAL BUSINESS FOR 0 HUNGER
Rome, FAO, Sheikh Zayed Conference Center
10th of May 2016

Under the Patronage of



Food and Agriculture
Organization of the
United Nations

AGENDA

8:45am to 9:30 am	Registration and accreditation to enter FAO Sheikh Zayed Conference Center.
9:30 am to 9:45 am	Welcome remarks HE Mr. José Graziano Da Silva, FAO General Director
9:45 am to 10:15 am	Institutional greetings HE Maurizio Martina, Italian Minister of Agriculture Tbc HE Gian Luca Galletti, Italian Minister of Environment Tbc Hon. Marina Sereni, Vice President of the Chamber of Deputies Hon. Ivan Scalfarotto Italian Vice Minister of economic Development Tbc Dott. Dino Scanavino, President of CIA
10:20 am to 11:20 am	Round table: Food industries and Social Business united for 0 hunger Moderator: Marcela Villareal, FAO Director for Partnerships, Advocacy and Capacity Development Panellists: Professor Muhammad Yunus Ferrero, Amb. Francesco Paolo Fulci, President Granarolo Mr. Gianpiero Calzolari CEO Mars, JB Cordaro, Global Food and Nutrition Business Advisor, Corporate Research and Development, NBF, Mr. Makodo Goda, CEO UNICEB, Carlo Siciliani, President Danone representative Unilever representative
11:25 am to 12:25 pm	Round table: How can the traditional banking sector support Social Business for 0 hunger objectives Moderator: Hon. Giovanna Melandri, President of Uman Foundation Panellists: Professor Muhammad Yunus Banca Intesa representative Unipol, Perluigi Stefanini, CEO Banca Etica, Ugo Biggeri, President Credit Agricole, Jean Luc Perron, Managing Director, the Grameen Crédit Agricole Microfinance Foundation Mastercard, Gaetano Carboni, Group Executive MasterCard Worldwide Rabobank representative
2:00 pm to 4:00 pm	Workshops: 4 elements (water, fire, air, earth) for a Social business planet:



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Social business & water

Expert: Pandi Sdruli, CIHEAM Bari Senior scientist

OSD meeting room, B309

Social business & energy

Expert: Marino Berton, Direttore Associazione italiana energia da legno

ES meeting room, B540

Social business & climate change

Experts: Giampiero Maracchi, Georgofili's Accademy, President. Mario Cucinella, Architect, founder of SOS school.

AGD meeting room, B640

Social business & agriculture

Expert: Fabio Moschella, IGP President

TCI meeting room, D532

(workshops will be coordinated by YSBCUF team and CIA)

Social Business, Microcredit and Mindset

Expert: Professor Luisa Brunori, University of Bologna

CS meeting room - B2L2

Organizers and partners

Social Business Italia

FAO

Confederazione Italiana Agricoltori (CIA)

Yunus Social Business Centre University of Florence (YSBCUF)

Grameen Italia Foundation

Human Foundation

*Budapest Centre for the International Prevention of Genocide and Mass
Atrocities*