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# CONTENTS AND CONTAINERS: the new challenges of food packaging



CNRxEXPO together with:



**30 September 2015**  
Auditorium Italian Pavilion - Milan  
from 2.30 pm to 5.30 pm



**Coordinator:** Mario Malinconico

**Organizing Committee:** Clara Silvestre, Giovanna G. Buonocore, Andrea Bellotti  
*Institute for Polymers, Composites and Biomaterials (IPCB)*

The interdepartmental project CNRxEXPO aims at disseminating, to the wide international audience of EXPO 2015, the innovative results of the CNR researchers and to present future challenges in research and innovation in the field of **food packaging at international level**.

FAO projections indicate that by 2050 food production will have to increase by 70% to feed the world. Considerable efforts are geared to increasing productivity. However, it is equally important to protect the food product to prevent wastage during distribution from producer to consumer. Food waste is unacceptable for economic, ethical and environmental impacts that includes deforestation and greenhouse gas emissions.

The challenge is to create **new materials for food packaging and apply emerging technologies for proper storage and distribution of food**. The underlying theme of the day will be the **innovation** in respect of **food security** and **sustainability**.

The presentations of the day are divided into three panels focused on the interrelated topics: users' needs, timely responses of companies and proposals of innovation from the world of research.

The speakers will animate a constructive and interdisciplinary debate in which the audience will be invited to join.



## AGENDA

- Moderator: **Pietro Greco**, *Journalist and Writer, Science & Society Director*
- Welcome address  
**Francesco Loreto**, *Director DISBA-CNR*, **Luigi Ambrosio** - *Director DSCTM-CNR*

SPACE PACKAGING - Umberto Guidoni, Astronaut

- **Panel I - Packaging: needs, problems and challenges of the End Users**  
L. Stramare, *COREPLA*  
S. Ciafani, *Vice-President Lega Ambiente*  
R. Trefiletti, *President Federconsumatori*  
G. Canali, *Barilla*  
R. Calcagni, *Besana Spa*  
P. Lironi, *Giflex*  
A. Sassi, *Casale SpA*  
G. Liberati, *CUG-CNR*
- **Panel II - Packaging Materials: Debate amongs manufacturers**  
Focus: Mario Malinconico, *IPCB-CNR*  
K. Hausmann, *DUPONT*  
M. Ficili, *ENI-VERSALIS*  
D. Lovera, *SABIC*  
W. Savoia, *BASF*  
E. Fanesi, *NOVAMONT*  
A. Marana, *ECOZEMA*  
S. Cobror, *BIOCHEMTEX*  
A. Mariano, *SEDA*
- **Panel III - The frontiers of research and innovation**  
Focus: Clara Silvestre, *IPCB-CNR*  
S. Losio, *ISMAL-CNR*  
G. G. Buonocore, *IPCB-CNR*  
S. Bronco, *IPCF-CNR*  
A. Chiaravalle, *Izsf*  
E. Hoekstra, *JRC-EU*  
A. Safrany, *IAEA-UNITED NATION*
- Concluding Remarks  
**Research at the CNR and future perspectives** - Luigi Nicolais, *President CNR*