



DRAFT PROGRAMME

Packaging in Italian Food Culture: "Food Values, Design, and Sustainability"

Residence of the Italian Ambassador in Belgium

Av. Legrand 43, 1050 Ixelles

April 8, 2025

16.45 Arrival of Guests

17.00 Institutional greetings:

Federica Favi, Ambassador of Italy in Belgium

Matteo Zoppas, President of Italian Trade Agency (video message)

Maria Cristina Di Domizio, Cluster CL.A.N.

Valentino Valentini, Deputy Minister of Enterprises and Made in Italy

17.30 Interventions:

Packaging Design Stories: Food and Cultural Heritage

Marika Aakesson, Designer, Coordinator Product Design Courses IED

How Packaging Design Shapes Consumer Choices.

Stefania Ruggeri, Senior Scientist CREA Alimenti e Nutrizione- Adjunct Professor
"La Sapienza" University of Rome

Food Design Manifesto: Food, Packaging and more

Francesco Subioli, Designer, Presidente ADI Lazio

Position Paper on Packaging of Cl.uster A.grifood N.azionale CL.A.N.

Chiara Nobili, Senior Researcher at ENEA Sustainable Agrifood System Division

18.30 Conclusions

Moderator: Stefania Ruggeri (CREA)

18.45 Networking aperitif

In collaboration with:

