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Manlio Del Giudice Second University of Naples, Italy

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Research, Production and Management: Sorghum as a novel healthy food *Fifth Edition*



ONE DAY CONFERENCE

OCTOBER 28TH, 2011

09.00 – 18.00

SALA CONFERENZE

ISTITUTO MOTORI
CONSIGLIO NAZIONALE
DELLE RICERCHE
VIA GUGLIELMO MARCONI, 4
(NAPLES)
ITALY

Quest'iniziativa è contro il “sistema” della camorra

Morning Session

9:00 – 9:20 Registration of the participants
9:30 – 10:00 Introductory speeches for the participants

Adriano Giannola

Professor of Banking Economics, University of Naples “Federico II”
President of Istituto Banco di Napoli – Fondazione

Paola Belardini

Director of Istituto Motori
Consiglio Nazionale delle Ricerche – Naples, Italy

Domenico Pignone

Director of Institute of Plant Genetics
Consiglio Nazionale delle Ricerche – Bari - Portici (NA)

Prisco Lucio Sorbo

Director of Coldiretti – Naples, Italy

Emiddio de Franciscis di Casanova

Responsible Misura 124 PSR Campania 2007-2013

Carolina Ciacci

Department of Gastroenterology, Faculty of Medicine and Surgery,
University of Salerno, Italy

Lectures and Short Communications

Food-grade sorghum research

Topics: Feeding for celiac patients, food grade sorghum agriculture,
chemical components of food grade sorghum flour, food grade sorghum
flour products

CHAIRMAN: **Clara Conicella** (Naples, Italy)

10:00 – 10:20

Antonio Boffa (Benevento, Italy)

“Sorghum field in San Bartolomeo in Galdo”

10:20 – 10:40

Filomena Morisco (Naples, Italy)

”Nutritional and economical value of sorghum- based foods in the
gluten-free diet”

10:40 – 11:00

Norberto Pogna (Rome, Italy)

“Breeding of less toxic barley, rye and wheat cultivar for prevention of
celiac disease”

11:00 – 11:30 Coffee Break

Health Section

Topics: Brief picture of celiac disease

CHAIRMAN: **Nicola Caporaso** (Naples, Italy)

11:30 – 11:50

Basilio Malamisura (Salerno, Italy)

“Gluten-free diet improves the health of everybody”

11:50 – 12:10

Luca Scalfi (Naples, Italy)

“Basics of a healthy diet: grain products”

12:10 – 12:40

Letizia Saturni (Ancona, Italy)

“Sorghum: an ancient, healthy and nutritious old world cereal”

12:40 – 13:00

Teresa D’Amato (AIC-Campania, Italy)

“ Learning and Living AIC”

Keynote speaker

13:00 – 13:30

Carol Fenster (USA)

“ Sorghum for Baking and Cooking in the gluten-free diet”

13:30 – 14:30 Lunch

Afternoon session

Ouverture and welcome remarks **Prof. Francesco Rossi**
Rector Magnificus Second University of Naples

The disruptive power of student entrepreneurship: how youth corporations are breaking and changing the market rules?

Topics: Student entrepreneurship, youth corporations, kid entrepreneurs,
IT and social networks, global entrepreneurship and management

CHAIRMAN: **Prof. Vincenzo Maggioni**

(Dean Faculty of Economics, Second University
of Naples, Italy)

14:30 – 14:50

Prof. Mario De Stefano

(Second University of Naples, Italy)

14:50 – 15:10

Prof. Alessandra Budillon

(University of Naples Parthenope)

15:10 – 15:40

Amleto D’Agostino (Bioteknet S.C.p.A.)

Marco Matarese (Consorzio Technapoli)

15:40 – 16:00

Prof. Francesco Schiavone

(University of Naples Parthenope)

16:00 – 16:30

Dr. Sofia Pain

(Presidenza Consiglio dei Ministri – Min. Gioventù)

Prof. Manlio Del Giudice (Second University of Naples)

16:30 – 17:00

Coffee break and Network Activities

17:00 – 18:30 **Round table and open-debate: why very young entrepreneurs and social networks are changing the global markets?**

Topics: the focus of the Round Table will be on the market power of innovative firms created by very young entrepreneurs: how can young people (such as students) break the rules of the market by defeating more traditional competitors with innovative ideas and new IT-based marketing tools? What is the real market power of student entrepreneurship? How can higher education best stimulate the creation of firms emanating from young and smart minds in colleges and universities? How are brain circulation and social networking helping young people to disseminate their ideas worldwide? How can young people conceive, develop and exchange entrepreneurial ideas at the maximum speed and with the highest financial return? Why are more and more young people deciding to become entrepreneurs? Can the student corporation (that is, a firm entirely composed of young students) always be regarded as a kind of ‘knowledge-intensive factory’?

CHAIRMAN: **John Edmondson**

(Editor-In-Chief Industry and Higher Education, UK)

Piero Formica

(Founder of the International Academy of Entrepreneurship, Innovation Value
Institute At The National University Of Ireland)

Donal L. Moore

(Consul General – U.S.A. Consulate in Naples)

Dr Mohamed Al Sawan

(Lead Project Manager, Abu Dhabi Municipality, UAE)

Elias G. Carayannis

(Director of Research on Science, Technology, Innovation and
Entrepreneurship, European Union Research Center at the School of Business
of the George Washington University, USA, Editor-In-Chief Journal of the
Knowledge Economy, Springer)

Prof. Alessandro Sannino

(MIT Boston, University of Lecce)

20,30

Social evening event and Dinner in Naples (upon invitation)

**Hotel Royal Continental –Terrace “Posillipo” (10th Floor)
Via Partenope, 38/44**