



Programma  
di Sviluppo Rurale  
**PSR CAMPANIA**  
2007/2013

Misura 124  
DRD n. 609 del 18.10.2010  
Progetto ISFAAGF  
CUP B95C10001590004  
Regione Campania



Consiglio Nazionale delle Ricerche

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

## Sixth Edition



Courtesy of NIH

### **ONE DAY CONFERENCE**

OCTOBER 26<sup>TH</sup>, 2012

09.00 - 18.00

AULA MAGNA - CENTRO CONGRESSI

ATENEUM "FEDERICO II"

VIA PARTENOPE, 36

NAPLES

ITALY

## Organizing Committee

Luigi Del Giudice	<i>CNR Naples, Italy</i>
Paola Pontieri	<i>CNR Naples, Italy</i>
Domenica Rita Massardo	<i>CNR Naples, Italy</i>
Nicola Caporaso	<i>University of Naples, Italy</i>
Filomena Morisco	<i>University of Naples, Italy</i>
Vincenzo Maggioni	<i>Second University of Naples, Italy</i>
Manlio Del Giudice	<i>Second University of Naples, Italy</i>

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Scott Bean (USDA Kansas, USA)  
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## Meeting Secretariat

Fulvia Stanzione *IGV - CNR , Portici ( Naples), Italy*

*Info*

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## PROGRAM

**Thursday 25/10/2012**

*Arrival*

Hotel in Naples

**Friday 26/10/2012**

### ***Morning Session***

9:00 - 9:15 *Registration of the participants*

9:15 - 9:30 *Introductory speeches for the participants*

**Prof. Adriano Giannola**

Professor of Banking Economics, University of Naples

"Federico II"

President of Istituto Banco di Napoli - Fondazione

**Dr. Domenico Pignone**

Director Institute of Plant Genetics

Consiglio Nazionale delle Ricerche - Bari- Portici (Naples)

**Dr. Prisco Lucio Sorbo**

Direttore Coldiretti - Napoli

**Dr. Antonio Tallarico**

**Dr. Stanislao Scognamiglio**

**Regione Campania**

**Assessorato all'Agricoltura - SeSIRCA**

**Lectures and Short Communications**

*Health Section*

*Topics : General outline of celiac disease*

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

- |                |   |  |
|----------------|---|--|
| 9:30 - 9,45    | Carmen Gianfrani<br>(Avellino, Italy)   | "Immune pathogenesis of celiac disease: a complex picture" |
| 9:45 - 10,00   | Basilio Malamisura<br>(Salerno, Italy)  | "Celiac : born or become, that's the question ? "          |
| 10:00 - 10: 15 | Raffaella Tortora<br>(Naples, Italy)    | <i>"The clinical picture of celiac disease"</i>            |
| 10:15 - 10:30  | Laura De Magistris<br>(Naples, Italy)   | "Gluten-free diet: lights and shadows"                     |
| 10:30 - 10,45  | Teresa D'Amato<br>(AIC-Campania, Italy) | "AIC Campania : introduction"                              |
| 10:45 - 11,00  | Antonio Rispo<br>(Naples, Italy)        | "The number of celiac disease in Campania"                 |
| 11:00 - 11:25  | <b><i>Coffee Break</i></b>              |  |

*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)

11:25 - 11:45 Antonio Boffa  
(Benevento, Italy)

"Sorghum field in San Bartolomeo in Galdo"

11:45 - 12:00 Paola Vitaglione  
(Naples, Italy)

"New food for celiac disease: technological innovation and nutritional properties"

12:00 - 12:15 Raffaele Di Fiore  
(Naples, Italy)

"Nutritional value of sorghum flour in the light of Regulation UE 1169/2011"

12:15 - 12:30 Mauro Rossi  
(Avellino, Italy)

**"Gluten intolerance: recent advances and alternatives to the gluten-free diet"**

12:30 - 12:45 Norberto Pogna  
(Rome, Italy)

"Triticum monococcum and innate immune response in celiac"

12:45 - 13:00 Alberto Chessa  
(Santa Fé, Argentina)

"Food-grade grain Sorghum in Argentina 2012. The Argentine Celiac's Law, and how food-grade sorghum can replace wheat in Human Food"

### **Keynote speaker**

13:00 - 13:30 Earl Roemer and Sara Boswell  
(Kansas, USA)

"Application of designer grain sorghum in gluten-free product development"

13:30 - 14:30 **Lunch**

### **Afternoon session**

*Overture 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. Alessandro Sannino  
(MIT, Boston; University of Lecce, Italy)

14:50 - 15:20 Prof. Mario De Stefano  
(Second University of Naples)

15:20 - 15:40 Prof. Detmar W. Straub  
(Georgia State University, USA)

15:40 - 16:00 Dr Amleto D'Agostino  
(Bioteknet S.C.p.A.)  
Dr Marco Matarese  
(Consorzio Technapoli)

16:00 - 16:20 Dr. Gianfranco Pasquadibisceglie  
(Presidenza del Consiglio dei Ministri - Ministero della Gioventù)  
Prof. Manlio Del Giudice  
(Second University of Naples)

16:20 - 16:40 Prof. Raffaele Schiavullo  
(Università di Napoli "Federico II", DMM)

16:40 – 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)

**Prof. Piero Formica**

(Founder of the International Academy of Entrepreneurship, Jonkoping University, Sweden)

**H.E. Dr Donal L. Moore**

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

**Dr Mohamed Baka**

(Director of the Emirates Center for Entrepreneurship, Abu Dhabi, United Arabian Emirates)

**Prof. 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. Martin G. Curley**

(Global Director of IT Innovation and Research at Intel Corporation, of Technology and Business Innovation at the National University of Ireland, co-Director of the Innovation Value Institute)

**Prof. Detmar W. Straub**

(J. Mack Robinson Distinguished Professor of Information Systems at Georgia State University, USA, Editor-In-Chief *MIS Quarterly*)

**Prof. Jad Kantar**

(Lead faculty and academic coordinator for the School of Business, Higher Colleges of Technology, Dubai, United Arabian Emirates)

**20,30 Social evening event and Dinner in Naples (*upon invitation*)**

**Saturday 27/10/2012**

*Free day for excursions, at your own expenses*

The conference is expected to be held both in English and Italian language. A service of simultaneous translation will be provided

## International Conference supported by:



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### - Under the Patronage of:



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### - We acknowledge the sponsorship of:



**Istituto Banco Napoli - Fondazione**

- Associazione ΦΛΣ "Philos"
- Associazione "Giovani Menti ONLUS"
- Associazione "Per Sempre Giovani – Forever Young"
- Comitato per le Attività Studentesche – Seconda Università degli Studi di Napoli

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**Bioteam Lab s.as.**

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**Oasi PC s.r.l.**

**Celi.net s.r.l.**

*Quest'i*