

Organizing Committee

Luigi Del Giudice
Domenica Rita Massardo
Paola Pontieri
Carolina Ciacci
Vincenzo Maggioni
Manlio Del Giudice

CNR Naples, Italy
CNR Naples, Italy
CNR Naples, Italy
University of Naples "Federico II", Italy
Second University of Naples, Italy
Second University of Naples, Italy

Advisory Committee

Piero Formica
(International Entrepreneurship Academy, Jönköping University, Sweden)
Thomas Andersson
(Jönköping University, Sweden)
Martin Curley
(Intel Corporation, National University of Ireland, Eire)
Urmaz Varblane
(Tartu University, Estonia)
Mathew Manimala
(Indian Institute of Management, Bangalore, India)
Robert Valli
(Cambridge University, UK)
Paul Magelli
(Kauffmann Foundation, USA)
Elias G. Carayannis
(George Washington University, USA)
Pauric Mc Gowan
(Northern Ireland Centre for Entrepreneurship, UK)
Jan Grundling
(Centre for Entrepreneurship, Tshwane University of Technology, South Africa)
Peter Van der Sijde
(VU University, Amsterdam, The Netherlands)
John Edmondson
(Ip Publishing, London, UK)
Michel Polski
(Graduate School of Business Grenoble, Group ESC, France)
Nicola Farronato
(YEAM Group Berlin, Young European Avantgarde Minds, Germany)
Mohamed Baka
(Emirates Center for Entrepreneurship, UAE)
Lizl Steynberg
(Tshwane University of Technology, South Africa)
Scott Bean
(USDA Kansas, USA)
Mitchell Tuinstra
(Purdue University, USA)

Meeting Secretariat

Anna Aliperti
IGB "A.B.T." - CNR Naples, Italy

Under the Patronage of:



Consolato Generale U.S.A.



Provincia di Napoli



With the collaboration of:



Istituto Italiano per gli Studi Filosofici

We acknowledge the sponsorship of:



Istituto Banco Napoli - Fondazione

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

With the support of:

Bioteam Lab s.as.
Ichnos s.r.l.
Oasi PC s.r.l.
Celi.net s.r.l.

Tel:
+39-081-6132609
+39-081-6132443

Fax:
+39-081-6132609
+39-081-5788297

e-mail:
delgiudi@igb.cnr.it
massardo@igb.cnr.it
manlio.delgiudice@unina2.it



Agriculture, Research and Entrepreneurship: Sorghum as a novel healthy food

Fifth Edition



INTERNATIONAL CONFERENCE
OCTOBER 28TH - 30TH, 2010
SALA CONFERENZE
I.G.B.-A.B.T.
CONSIGLIO NAZIONALE DELLE RICERCHE
VIA PIETRO CASTELLINO, 111
NAPLES

Thursday 28/10/2010

Arrival

19:00-22:00 Dinner to Royal Hotel

Friday 29/10/2010

9:00 - 9:20 Registration of the participants

9:30 - 9:45 Introductory speeches for the participants

Prof. Adriano Giannola

Professor of Banking Economics, University of Naples "Federico II"
President of Istituto Banco di Napoli - Fondazione

Prof. Antonio Baldini

Professor of Molecular Genetics, University of Naples "Federico II"
Director Institute of Genetics and Biophysics "A. Buzzati-Traverso"
Consiglio Nazionale delle Ricerche - Naples

Dr. Antimo Caputo

Vice Presidente al Marketing e Sviluppo Associativo
Unione Industriali, Naples

Dr. Emiddio de Francis di Casanova

Referente Misura 124 PSR Campania 2007-2013

Lectures and Short Communications

Health Section

Topics: Brief picture of celiac disease

CHAIRMAN: Nicola Caporaso (Naples, Italy)

9:45 - 10:00 Antonella Santonicola (Naples, Italy)
"Celiac disease today"

10:00- 10:15 Maria Domenica Franzese (Naples, Italy)
"Gluten-free diet: many certainties and few doubts"

10:15 - 10:30 Basilio Malamisura (Salerno, Italy)
"Coeliac disease: where is from, where is going to"

10:30 - 10,45 Luca Scalfi (Naples, Italy)
"Basics of a healthy diet: grain products"

10:45 - 11:00 Filomena Morisco (Naples, Italy)
"Nutritional and economical value of sorghum-based foods in the gluten-free"

10:45 - 11,00 Teresa D'Amato (AIC-Campania, Italy)
"30 years of AIC"

11:00 - 11:30 Coffee Break

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: Maria Adele Carteni (Naples, Italy)

11:30 - 11:45 Antonio Boffa (Benevento, Italy)
"Sorghum field in San Bartolomeo in Galdo"

11:45 - 12:00 Marisa Di Matteo (Salerno, Italy)
"Food technologies for the development of innovative healthy food"

12:00 - 12:15 Donatella Albanese (Salerno, Italy)
"Regulation for innovative food products"

12:15 - 12:30 Norberto Pogna (Rome, Italy)
"A safer grain rich in protective peptides to Contrast celiac disease"

12:30 - 12:45 Sabato D'Auria (Naples, Italy)
"Advanced Nano/Biosensors for gluten detection in food for celiac patients"

Keynote speaker

12:45 - 13:15 Josephine Okot (Kampala, Uganda)
"Unlocking the potential for grain Sorghum: the case of Epuripur"

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 - 14.45 Prof. Alessandro Sannino
(MIT, Boston; University of Lecce, Italy)

14:45 - 15:00 Prof. Mario De Stefano
(Second University of Naples)

15:00 - 15:15 Prof. Detmar W. Straub
(Georgia State University, USA)

15:15 - 15:30 Dr Amleto D'Agostino
(Bioteknet S.C.p.A.)
Dr Marco Matarese
(Consorzio Technapoli)

15:30 - 15:45 Prof. Alberto Aloisio
(University of Naples "Federico II", INFN)

15:45 - 16:00 Prof. Raffaele Schiavullo
(Università di Napoli "Federico II", DMM)

16:00 - 16:15 Dr. Gianfranco Pasquabisceglie
(Presidenza del Consiglio dei Ministri - Ministero della Gioventù)
Prof. Manlio Del Giudice
(Second University of Naples)

16:15 - 16:40 Premiazione Business Plan Progetto K.O.R.
- Knowledge On the Road

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 Entrepreneurship Academy - www.intentac.org
Senior Research Fellow, National University of Ireland and Intel Innovation Value Institute, Dublin Chair of Human Resources and Entrepreneurship Research, King Saud University, Riyadh)

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)

Dr Mohamed Al-Sawan
(PMO Director Municipality of Abu Dhabi City, 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)
Hotel Royal Continental -Terrace "Posillipo"
(10th Floor) Via Partenope, 38/44

Saturday 30/10/2010

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