



International Conference Women&Technologies®: e-Nutrition

Milano, November 5th 2013
Camera di Commercio di Milano, Sala Conferenze
Via Meravigli 9/B, Milano

The international Women & Technologies® has a twofold objective: first, to increase the individual awareness (regardless of nationality, sex, age, social class, culture and specific attitudes) regarding the importance of the preservation of the planet and the future of new generations that are intimately linked to innovation in technology.

Secondly, to motivate young people, the "2015 Generation", towards professional choices in all the technology fields and the acquisition of knowledge and skills, through appropriate educational paths both formal (school and university) and informal.

Therefore, the challenge of preparing the "2015 Generation" for the future, requires the promotion of skills, based on the integration of knowledge, typical of the formal disciplines such as mathematics and logic, and those resulting from human sciences such as psychology, social science, cognitive science, education, anthropology, linguistics and literary studies.

The world of business, changing from the centrality of the product to that of services, requires skills that take into account personal and environmental needs, social interaction, solidarity and human values. Consequently, the same form of change must be introduced as "best practice" in public administration.

What creates innovation are not only technologies but people, with their ability to conceive problems differently and to identify new targets. The conference also aims to document the specific contribution of women in this approach for progress: women have shown not only to be careful users of technologies, expressing considerable wisdom and creativity in adapting them to their network of social relations and to sustainability needs, but also to be able to contribute increasingly more to the creation of technologies and to the introduction of innovations.

Thus, it is essential to increase the number of women who consider technologies as an opportunity to develop creativity and innovation, whatever profession they have chosen.

An integral part of the conference, is the award "Le tecnovisionarie" which aims to support women able to "invent the future" by creating technologies; women who through their work have demonstrated the ability to combine creativity, innovation and quality of life.

Women&Technologies® 2013 continues the journey of three years dedicated to nutrition started with the 2012 edition, a theme strongly related to health, sustainability and innovation.

The setting of the Conference provides a discussion on the application of science and technology in favor of a conscious diet (and lifestyle). The objective is to provide a holistic view (also usable by the final consumer) of the new frontiers and challenges for the definition of diet directed to prevention and for the development of agriculture and sustainable production, capable of supporting small and medium-size enterprises in the sector. Companies that represent an excellence should be protected to enable innovative research, involving the development of sustainable technologies and approaches in different areas related to food and should improve the communication to the consumer and in particular the transparency and truthfulness of information associated with nutrition.

These aspects will be addressed through three thematic round-tables:

Nutrition and Health

Co-Chair Patrizia Riso, DeFENS - Department of Food Environmental and Nutritional Sciences, University of Milan

There is ample evidence that nutrition and lifestyle in general, significantly affect health by helping to reduce or increase the risk factors for the development of major chronic diseases. The choice of protective dietary patterns and the pursuit of a sufficiently active life, seem to be the basis of health promotion. This raises the need to better understand the function of

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certain foods and/or their components as well as the effects of exercise in relation to the potential impact on health and well-being.

Supply and Sustainability

Co-Chair Stefano Bocchi, Department of Agricultural and Environmental Sciences, Production, Landscape, Agroenergy, University of Milan

The themes are the development of agriculture and sustainable food production through biotechnology, innovation and agricultural technology: how science and technology can help solve environmental problems related to agriculture and exploitation of resources for the production of food. The link between nutrition and area identity, the importance of biodiversity, local production but also of safety and quality of food will be addressed. The new relationship between tradition and innovation in the food industry in the context of waste recovery and waste reduction will be explored.

Nutrition and Innovation

Co-Chair Silvana Barbuti, SSICA – Experimental Station for Food Preserving Industry

The subject of discussion will be proposals of research of food companies compared to the demand for traditional and/or innovative high-quality foods and related nutritional and functional characteristics, for the purpose of promoting health. The critical discussion on issues that concern communication to the consumer: from labeling to nutritional claims, including nutraceuticals and of integration. Innovation in the food sector will be discussed with examples of packaging technology and sustainability.

Qualified speakers from the fields of research, business, public administration and consumers will be present in the three round-tables.

About Women&Technologies®

	2008	2009	2010	2011	2012	TOTALI
Speakers	51	32	34	40	34	191
Strategic Committee	//	16	19	17	31	83
Program Committee	//	39	20	21	19	99
Jury	9	9	8	8	8	44
Conference Participants	250	400	300	430	300	1.680
Video Streaming		1.500	-	-	400	1.900
Invitations	5.000	7.000	9.000	10.000	10.000	41.000
Social network subscribers	-	3.000	4.000	4.000	4.000	4.000

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