



PRESS RELEASE

1st WORLD SUMMIT ON MEDITERRANEAN DIET READY TO SET OFF: FROM THE 6th TO THE 8th OF JULY MILAN IS GOING TO HOST 30 OF THE WORLD'S TOP SCIENTISTS.

The Conference "Revitalizing the Mediterranean Diet" is organized by IFMeD in collaboration with the representatives of the most authoritative scientific societies and International research authorities.

Milan, 4th July 2016 – The first World Conference on the Mediterranean Diet is going to take place from the 6th to 8th July at **Palazzo Lombardia in Milan** with the intent to outline the future of Mediterranean Diet. Although it is an excellent lifestyle model, that is beneficial for both humans and the environment, people, even those from Mediterranean countries, are progressively walking away from it.

"The Mediterranean Diet is a symbol of the best Italy and of its food and wine excellences. Moreover, it represents a key element of Made in Italy. After EXPO 2015, the 1st World Conference on the Mediterranean Diet finally portrays a milestone of this path".

Roberto Maroni, President of the Lombardy Region.

LAUNCH OF THE EUROPEAN CAMPAIGN FOR THE PROMOTION OF THE MEDITERRANEAN DIET

At the Conference, IFMeD, CIISCAM, CIHEAM-BARI and *Forum sulle Culture Alimentari Mediterranee* have organized a round table entitled: "The MED DIET 4.0: A framework for the Mediterranean diet as a sustainable diet, with four sustainable benefits". It is on this occasion that they are going to launch an International Campaign to promote the "new" Healthy and Sustainable Mediterranean Diet.

"This Conference has a historical significance, since it will establish the commitment towards the environment of all the stakeholders that are working to promote the Mediterranean Diet and it will also help the Mediterranean Diet to have a place inside Governments and International Organizations' agendas to oppose climate change"

Lluís Serra Majem, President of IFMeD.

The Conference definitive Conference Program is available at: <http://www.ifmed.org/wp-content/uploads/2015/11/First-World-Conference-on-Med-Diet.pdf>

For further information and registration: <http://www.ifmed.org/registration-and-fees>

Fellow journalists can ask for accreditation by **writing** to the press office indicating Name, Surname, Journalists Registration Number and the represented Newspaper.

Press Office 1st World Conference on Mediterranean Diet

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