VENICE / JAPAN INTERNATIONAL FOOD+ SYMPOSIUM
Live webinar – March 18-20, 2021
Free admission subject to availability
VENICE / JAPAN INTERNATIONAL FOOD+ SYMPOSIUM

March 18th

10.00 AM  
**Opening remarks**  
Fabrizio Marrella – Vice-Rector for International Relations and International Cooperation - Ca’ Foscari University of Venice  
Yuji Amamiya – Consul General of Japan in Milan, Italy

10:30 AM  
Naoki Toneri – President Kazepro Inc.  
**Italian Food Culture perception in contemporary Japan**

11.00 AM  
Masahiko Shimada – Novelist, Professor Hosei University Tokyo  
**About Air meal and revival of the Black market**

11:45 AM  
Eiko Koga – Mitsubishi Italia Spa, President & CEO  
Natalia Sinatra – Mitsubishi Italia Spa, Food & Beverage Export Manager  
**Sogo shosha: Japanese trading companies in the Italian and Japanese market and their food business**

12:15 PM  
Kentaro Ide – General Secretary of Japanese Chamber of Commerce and Industry in Italy (JETRO), Milan  
Taketoshi Obata – Ex-President of Japanese Chamber of Commerce and Industry in Italy (MUFG Bank, Milan)  
**Food business and investment between Italy and Japan**

12:45 PM  
Stefania Cantele, Giorgia Serpani – Symposium Organizing Committee  
**Free debate with the public on the topics presented during the symposium**

2:15 PM  
Stefania Viti – Journalist and writer  
**The gastronomic tale: a link between Japanese and Italian cultures**

2:45 PM  
Niccolò Geri – Teacher, Writer and food expert  
**How sushi became popular in Italy?**

3:15 PM  
Maria Roberta Novielli – Professor  
Ca’ Foscari University of Venice  
**Food between life and death in the cinema of Marco Ferreri and Itami Juzo**

March 19th

10:00 AM  
Giorgio Starace - Ambassador of Italy to Japan  
**Challenges and opportunities for the Italian agri-food sector in Japan**

10:30 AM  
Davide Fantoni - Italian Chamber of Commerce in Japan, General Manager  
**Italian F&B in Japan**

March 20th

10:00 AM  
Chieko Nakabasami – Professor Toyo University Tokyo  
Fumi Michihata - Representative Foodbiz-net.com  
**Acculturation and Rediscovery in Japanese Food Culture**

10:30 AM  
Emiko Kumano - Advertisement & PR Nihonshu Oendan  
**Nihonshu Oendan: Brewing sake lifestyle and bringing it to the world**

11:00 AM  
George Amano - President & CEO George Creative Company  
**The relation between food and design**

11:30 AM  
**Closing remarks**