

9:00 am

Door Open

10:00 am > 10:10 am

NAFIC introduction

[Moderator]

Midori Nishiura : Advisor of SGS, President & CEO, Amadeus Inc., Visiting Professor of Hiroshima University

[Speaker]

Miho Kakuyama : President of NAFIC

NAFIC INTRODUCTION

10:10 am > 10:45 am

Key Messages

[Moderator]

Midori Nishiura : Advisor of SGS, President & CEO, Amadeus Inc., Visiting Professor of Hiroshima University

[Message Video]

Matsuura Koichiro : The 8th of Director-General of UNESCO, Chairperson Advisor of SGS

Naomi Kawase : Film Director, UNESCO Goodwill Ambassador *

[Speaker]

Kei Sakaguchi : SGS Board of Directors, Representative of Japan office, Virginia Economic Development Partnership

OPENING PLENARY SESSION

10:50 am > 11:50 am

The Nature of GIs and actual context in Japan.

[Moderator]

Yoichi Suzuki: Former Government Delegate and Chief Negotiator for the Economic Partnership Agreement between Japan and the European Union

[Message Video]

Jean-Robert Pitte : Perpetual secretary of the Academy of Moral and Political Sciences under the Institut of France

[Speakers]

Makoto Osawa: Executive advisor of The Norinchukin Bank

Shuichi Matsumoto: International division, Japan Ministry of Agriculture

PLENARY SESSION 1

12:00 pm > 1:00 pm

LUNCH

Lunch (Nara promotion , introduction of Nara food)

1:00 pm > 1:25 pm

PM OPENING

Opening / Greetings :

[Moderator]

Midori Nishiura : Advisor of SGS, President & CEO, Amadeus Inc., Visiting Professor of Hiroshima University

Shogo Arai : Governor of Nara Prefecture

Mr. Masatake Matsui : Mayer of Sakurai city

1:30 pm > 1:45 pm

HIGH LEVEL CONVERSATION

Potential for new cultures and practices to emerge through the use of digital

[Moderator]

Midori Nishiura : Advisor of SGS, President & CEO, Amadeus Inc., Visiting Professor of Hiroshima University

[Message Video] "Transformation into a company that creates social value with the aim of creating a sustainable society"

[Speakers]

Tsuyoshi Mukai : General Manager of Business Promotion Department, Strategic Business Promotion Division of BIPROGY Inc.

1:50 pm > 2:30 pm

PLENARY SESSION 2

The future outlook of GI in Nara prefecture "Food Culture in Nara"

[Moderator]

Midori Nishiura : Advisor of SGS, President & CEO, Amadeus Inc., Visiting Professor of Hiroshima University

[Video]

- Sony AI Inc. "Possibilities of Food" and AI"

[Speakers]

Hajime Yoneda : Owner Chef of HAJIME restaurant, President of HAJIME & ARTISTES

Yasukazu Mihama : vice-president of the library of Tenri University

Tsuyoshi Nozoe : Food Culture, Councilor genera of Agency for Cultural Affairs, Government of Japan

2:40 pm > 3:20 pm

CLOSING PLENARY SESSION

Link between GI, Tourism, and Gastronomy in the region

[Moderator]

Midori Nishiura : Advisor of SGS, President & CEO, Amadeus Inc., Visiting Professor of Hiroshima University

[Message Video]

Yoshiaki Honpo: Representative of UNWTO (UN World Tourism Organization) *

[Speakers]

Chiaki Ooya : Deputy Head of Nara Office of UNWTO

Taku Yamada : CEO of Chura-boshi Company

Kiyoshi Murakami : President of Rikuzentakata Agency Co.

3:30 pm > 4:30 pm

CLOSING SESSION

Interregional Dialogue Contributing to the Achievement of the SDGs

[Moderator]

Midori Nishiura : Advisor of SGS, President & CEO, Amadeus Inc., Visiting Professor of Hiroshima University

[Online Message]

Satoshi Hishiyama: Director of Local Partnership & Cooperation division, MOFA

[Moderator]

Toro Muto : Kacha Ryori Muto / Tabemono Radio CEO

Takuro Muto : Kacha Ryori Muto / Tabemono Radio Executive Vice President

[Speakers]

Shinji Kawabata : Executive Vice President of Kamikawa Taisetsu Co.,Ltd, Chief brewer at a sake brewery(Hokkaido)

Chobe Yamamoto : Yucho Shuzou (Nara)

Ryo Ogino: Homura Heavy Industries Corporation. (Iwate)

Eiji Taniguchi : Owner Chef of Cuisine Regionale L'evo (Toyama)

Satoshi Ogura : Owner Chef of Chinese Restaurant Keika, Representative Director of Yamato Jounetsu Yasai Co. Vice Chairman of Nara no Umaimono Kai (Nara)

Noriyuki Matsumoto: Suntory Winecompany, sommelier (Yamanashi)

Sakaue Takashi : President of Sakaue KK (Kagoshima)

4:45 pm > 5:30 pm

SPECIAL SESSION

GI's in line of sustainability

[Moderator, Japan-side]

Midori Nishiura : Advisor of SGS, President & CEO, Amadeus Inc., Visiting Professor of Hiroshima University

[Message Video]

Xing Qu: UNESCO Deputy Director-General

[Moderator]

Massimo Vittori : Managing Director of oriGIn

[Speakers]

Florence Tartanac: Senior Officer, Food and Agricultural Organization (FAO) of the United Nations

Flavio Innocenzi: Director, Consorzio Tutela Formaggio Asiago (EU GI'Association)

Anne le More : Co-founder Chefs4thePlanet, United Nations Ambassador for the transformation of our Food Systems

Natalie Nathon: International Relations Officer, Directorate General for Agriculture and Rural Development, European Commission

5:30 pm > 5:45 pm

SPECIAL SESSION CLOSING

[Moderator]

Midori Nishiura : Advisor of SGS, President & CEO, Amadeus Inc., Visiting Professor of Hiroshima University

[Speaker]

Kazuhiro Shiozaki: President of Nara Institute of Science and Technology (NAIST)

5:45 pm > 5:50 pm

CLOSING REMARKS

Closing remarks

Herve Couraye: SGS Representative director

5:55 pm > 6:55 pm

OFFERED BY NARA PRE.

Farewell Buffet cocktail



THE SUSTAINABLE
GASTRONOMY IN SOCIETY

SGS 1st Engagement Platform

SGS NARA FORUM

15th November | Nara

NAFIC Seminar House

Programme

Organizer: The Japan-Europe Forum on Sustainable Gastronomy in Society

Supported by Nara Prefecture



Cooperation



Cooperation

文化庁参事官 (食文化担当)

Cooperation

Sony AI

Cooperation



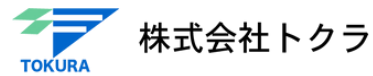
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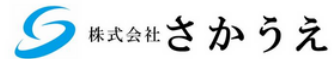
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