



Tomato Day Conference

Healthy Redvolution: #tootomato #toogood

Thursday 24 October

10.30-12.30

SALA PIETRO BARILLA - HALL 1

After years of steady growth, the rise in consumption of tomato products globally has been slowing down, especially in more mature markets in Western Europe, including Italy, and in North America. After analyzing the preliminary global processing tomato 2019 production figures, conference speakers will look at current initiatives by industry organizations and by private companies to promote tomato products worldwide and discuss further opportunities to fuel more growth, before presenting the next WPTC congress which will be held in Argentina in March 2020.

The conference will be moderated by Sonia Neves da Silva, President of AMITOM.

Program:

10:30	Introduction	Sonia Neves da Silva President of AMITOM
10:35	A balanced global production in 2019	Mike Montna President of the WPTC Exchange of Information Commission
10:45	Red Gold from Europe	Manuela Barzan Coordinator of the ANICAV 2019-2021 promotion of EU canned tomatoes in Asia and North America
11:00	Promoting tomato products for their health benefits	Gwen Young President of the Tomato Foundation
11:15	A company's recipes to achieve market growth	Marcello Gelo Global Marketing Director of Mutti SpA
11:30	All the tomato processing industry to meet in San Juan in March 2020	Guillermo Quiroga President of Tomate 2000
11:45	Discussion and conclusion	Sonia Neves da Silva President of AMITOM

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