

IMC and partners alliance to enhance quality and food safety in the Mediterranean countries



Beirut, Lebanon July 02 and 03, 2012

Presentation of the Italian-Lebanese partnership for certification to support the development of quality and food safety in Lebanon

*Under the patronage of the
Embassy of Italy in Beirut*



*Ambasciata d'Italia
Beirut*
Embassy of Italy in Beirut

*Event organised by
Istituto Mediterraneo di Certificazione
in cooperation with
IMC Liban*

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July 02

- Certified organic food and meals in the supermarkets chain. Visit by the Italian delegation to TSC Signature supermarket in Beirut Souk. Meeting with O' BOX in TSC, certified "Conosci il tuo pasto" restaurant.
- 12.30 a.m. Press-conference. Presenting the IMC & Partners alliance for the development of quality and food safety in Lebanon and Mediterranean countries, at Tawlet Souk El Tayeb, "Conosci il tuo pasto" certified restaurant.
- Lunch at the presence of the Italian Ambassador, H.E. Giuseppe Morabito and representative stakeholders and Institutions of the Lebanese agro-food sector.
- Visit by the Italian delegation to Bou Khalil Supermarket, IMC certified "A New Earth" organic eco-living store; Metro Market.
- Dinner at Le Petit Gris, "Conosci il tuo pasto" certified restaurant.

July 03

- Visit by the Italian delegation to Adyar Monastery and Adyar IMC certified organic winery.
- Visit by the Italian delegation to Biomass and IMC certified organic farm.
- Lunch at "La Table de Joseph" "Conosci il tuo pasto" certified restaurant at the Biomass farm.

Final session

IMC Euro-Mediterranean partners and directors will meet for a round table discussion to analyze perspectives and proposals for the future development of the IMC Euro-Mediterranean network of certification in the agro-food sector.

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