



# III expo mediterranean diet and health

Healthy food, active lifestyle and health



## ORGANIZER AND PROMOTER



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## COMMITTEES

### Scientific Committee:

President: Prof. Dr. Lluís Serra Majem.

### Organising Committee:

President: Prof. Dr. Javier Aranceta Barrina.

## **OBJETIVES OF THE EXPO**

Disseminating and promoting the values of the Mediterranean Diet as a style of life, sharing its values in the following areas:

NUTRITION  
CULTURAL  
SOCIOECONOMIC  
HEALTHY LIFESTYLE HABITS

Creating a social perception linking the Mediterranean Diet to HIGH QUALITY OF LIFE.

## **REASONS FOR PARTICIPATING**

**In order to identify and associate the products and services of participating organisations with the Mediterranean Diet, healthy lifestyles and sustainable quality of life.**

## **PARTICIPATION MODES**

- SPONSOR
- COLLABORATOR
- SUPPORTING ORGANISATION
- EXHIBITOR
- SPECIAL SPONSOR FOR EXPO ACTIVITIES
- SPECIAL SPONSOR FOR MULTI-DISCIPLINARY CONTINUOUS TRAINING MEETINGS FOR HEALTH PROFESSIONALS
- PATRONO DEL SALÓN

## **3<sup>rd</sup> EDITION OF THE MEDITERRANEAN DIET AND HEALTH AWARDS**

- ENTERPRISE COMMITMENT.
- EDUCATIONAL INITIATIVE.
- PROFESSIONAL CAREER IN THE AREA OF COMMUNICATION.
- “PROF. F. FIDANZA” AWARD TO THE BEST PROFESSIONAL CAREER IN THE HEALTH FIELD.
- PROFESSIONAL CAREER IN THE FIELD OF RESTAURANT.

## PROGRAMME OF ACTIVITIES

- **Thursday**

  - **Education centres and the general public.**

    - Workshops.
    - Conferences.
    - Tasting.
    - Sport Activities.

- **Friday**

  - **Health professionals, education centres and general public.**

    - Workshops.
    - Conferences.
    - Tasting.
    - Sport Activities.

    - **Inauguration of the Multi-Diciplinary Continuous Training Meetings for Health Professionals.**

- **Saturday**

  - **General Public.**

    - Workshops.
    - Conferences.
    - Tasting.
    - Demonstrations and interactive activities.
    - Sport Activities.

- **Sund**

  - **General Public.**

    - Workshops.
    - Conferences.
    - Tasting.
    - Demonstrations and interactive activities.
    - Sport Activities
    - 3<sup>rd</sup> Mediterranean Running.

## RESULTS OF THE LAST EDITION: 2<sup>nd</sup> MEDITERRANEAN DIET AND HEALTH EXPO:

**OPENING DATES:** October 14<sup>th</sup> - 17<sup>th</sup>, 2010.

**VENUE:** Hall 5, IFEMA, Fair of Madrid.

**ESTIMATED NUMBER OF VISITORS:** 60.000

**PARTICIPATING ORGANIZATIONS:** 107

**OCCUPIED SURFACE:** 8.100 m<sup>2</sup>

**ACTIVITIES:** 300

80 conferences, 28 scientific meetings, 157 workshops,  
33 tasting y 2 special activities.

**MEDIA IMPACTS:** 20.834.366 impacts.

