



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

3rd 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
 - 3rd Mediterranean Running.

RESULTS OF THE LAST EDITION: 2nd MEDITERRANEAN DIET AND HEALTH EXPO:

OPENING DATES: October 14th - 17th, 2010.

VENUE: Hall 5, IFEMA, Fair of Madrid.

ESTIMATED NUMBER OF VISITORS: 60.000

PARTICIPATING ORGANIZATIONS: 107

OCCUPIED SURFACE: 8.100 m²

ACTIVITIES: 300

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

MEDIA IMPACTS: 20.834.366 impacts.

