



with the contribution of



Polo Museale
Emilia Romagna
TORRECHIARA



MaB INTERNATIONAL WORKSHOP
**Biosphere Reserve branding through
high quality products and gastronomy**



30th, 31st of August and 1st of September 2016
Torrechiara Castle – Langhirano (Parma – Italy) in the
Appennino Tosco Emiliano Biosphere Reserve

WORKSHOP PROGRAMME

Tuesday 30th of August

09.30 am _ Arrive in Torrechiara Castle and enrollment of participants.

10.00 am _ Opening session:

- Giordano Bricoli - Mayor of Langhirano
- Cristiano Casa - Tourism Deputy Mayor of Parma
- Agostino Maggiali - President of "Parchi del Ducato"
- Fausto Giovanelli - Coordinator of the Appennino Tosco Emiliano Biosphere Reserve
- Peter Dogse – UNESCO Programme Specialist
- Stefano Bonaccini - President of Emilia Romagna Region
- Gianluca Galletti - Italian Minister of Environment

11.00 am _ Short tour of the Torrechiara Castle and the landscape guided by Mario Scalini MiBAC

11.30 am _ Presentation of the UNESCO exhibition "Behind food sustainability" guided by Philip Pypaert UNESCO Europe

01.00 pm _ Lunch

02.00 pm _ 1st workshop session: "The food products of the Biosphere Reserves as guarantee of quality, supply chain, tradition" _ experiences from:

- Mr. Giuseppe Vignali and Mr. Filippo Lenzerini – Appennino Tosco Emiliano Biosphere Reserves (Italy)
- Mrs. Carolina De Leon – La Palma Biosphere Reserves (Spain)

04.00 pm _ 2nd workshop session: "The relation between the landscape and agricultural production in the Biosphere Reserves" _ experiences from:

- Mr Christian Diry– Wienerwald Biosphere Reserve (Austria)
- Mr. Driss Fassi – Arganeraie Biosphere Reserve (Morocco)

06.30 pm _ Transfer to the "Reggia of Colorno" (Colorno -Parma – Italy)

07.00 pm _ Greetings Mr. Enzo Malanca, President of ALMA International School of Italian Cuisine. Guided tour of the "Reggia of Colorno"

08.00 pm _ Dinner in the Reggia of Colorno

10.30 pm _ Shuttle Bus to Torrechiara Castle (Langhirano) and to Farnese Hotel (Parma)

Wednesday 31st of August

09.30 am _ arrive in Torrechiara castle

10.00 am _ 3rd workshop session: “The bond between the land products quality and the creativity and culture of the locals” _ experiences from:

- Mr Toshinori Tanaka – Yakushima Biosphere Reserve (Japan)
- Mr. Huang Qi – Guangxi Shankou mangrove Biosphere Reserve (China)
- Mrs. Mitslal Kifleyesus-Matschie - Kefa, Sheka and Yayu Biosphere Reserve (Ethiopia)

01.00 pm _ Lunch

02.00 pm _ 4th workshop session: “Gastronomy and food catering as local tools for the Biosphere Reserves sustainable tourism” _ experiences from:

- Mr. Herbert Hamele - ECOTRANS - European Network for Sustainable Tourism Development
- Mr Motti Essakow - "2017 Tourism in Sustainable Development" UESCO MaB project

05.30 pm _ workshop conclusion

06.00 pm _ Briefing with journalists afore Paolo Gazzolo, Regione Emilia Romagna Environmet Councillor

07.00 pm _ Transfer by feet “Cantina Carra” (wine producer in Torrechiara)

08.00 pm _ Dinner in “Cantina Carra”

10.30 pm _ Shuttle Bus to Farnese Hotel (Parma)

Thursday 1st of September

09.30 am _ Bus guided tour to the Parma ham factories and the Parmigiano Reggiano diaries of the Appennino Tosco Emiliano MaB Reserve (start from Torrechiara castle –during the tour there will be the lunch).

07.00 pm _ arrive in Torrechiara castle

07.30 pm _ Dinner with farm to table products in Torrechiara Castle and local products storytelling by Mr. Andrea Zanlari

09.00 pm _ Concert in the Torrechiara castle

11.00 pm _ Shuttle Bus to Farnese Hotel (Parma)

For those workshop participant who wish to stay in Langhirano-Parma still some days we suggest to participate to:

- 2nd of September – 10.00 am - Municipality of Parma: Meeting with responsible for “Parma, UNESCO Creative City for gastronomy”.
- from Friday 2nd of September to Sunday 4th of September: the **Langhirano ham festival** <http://www.festivaldelprosciuttodiparma.com/>
- Friday 2nd at 6 pm there will be the great opening of the Langhirano ham festival and greetings by Mr. Maurizio Martina, Italian Minister of Agriculture.

ADDITIONAL INFORMATION

About the workshop

The address of Torrechiara Castle is via Castello 1, 43010 Torre Chiara, Langhirano (PR). The access to the castle is only pedestrian. There is a parking area at the bottom of the castle walls.

The workshop will be held in English. A translation service will be available from Italian to English and from English to Italian.

During all the workshop there will be an open coffee bar inside the castle

In the Torrechiara Castle there will be the English version of the exhibition “Behind Food Sustainability”

How to get to Parma

From Milan airport (Malpensa or Linate) take a train or shuttle bus to Milano Centrale Train Station. Then take the train from Milano Centrale to Parma. It takes between 1:10-1:30 hours and the ticket costs €11,10 (regional train).

From Bologna Airport, there is a shuttle bus to Central Station called Aereobus BLQ. Tickets are €5 one way. Parma is 50/60 mins from Bologna by train, with frequent trains starting from €7,35.

- Train <http://www.trenitalia.com/>
- Milano Malpensa travel info <http://www.milanomalpensa-airport.com/en/directions-and-parking>
- Aerobus BLQ: <http://aerobus.bo.it/>

Free Shuttle Parma – Torrechiara Castle

During the workshop days a free shuttle bus will be guaranteed from Parma (Hotel Best Western Hotel Farnese <http://www.farnesehotel.it/>) to Torrechiara Castle and back.

Lunch and dinner

Vegan, gluten-free and no-pork options will be guaranteed in each lunch and dinner during the workshop.