

WORLD PIZZA SUMMIT

2024 PROGRAMME

TUESDAY 26th NOVEMBER

11.00 - 11.15 WELCOME

With **Barbara Guerra** - **Luciano Pignataro** - **Albert Sapere** (Curators *50 Top Pizza*) - **Aldo Mazzocco** (CEO *Bellavita Expo*)

11.15 - 11.35 A WORLD HERITAGE ART

With **Alfonso Pecoraro Scanio** (Chairman *UniVerde Foundation*, former Italian Minister of Agriculture and Minister of the Environment, Promoter #pizzaUnesco World Campaign) - **Luciano Pignataro** (Co-Curator *50 Top Pizza*)

11.40 - 12.20 PIZZA AS A CULTURAL MODEL

With **Paulie Gee** (Founder *Paulie Gee's* and Affiliated Companies) - **Sergio Condurro** (Managing Director *Antica Pizzeria Da Michele srl*) - **Matteo Aloe** - **Salvatore Aloe** (Founders *Berberè*) - **Erik Momo** (CEO *1900 Pizzeria*)

12.25 - 12.55 FUNDING GROWTH

With **Ben Shaw** (Partner *Trispan*) - **Jonny Hayes** (Co-founder *Nell's Pizza*) - *Rudy's Pizza*

13.00 - 13.30 PIZZA AND LUXURY: PIZZA FOR HOTELS

With **Filippo Polidori** (AD *Polidori & Partners*) - **Pier Daniele Seu** - **Valeria Zuppardo** (Founders and Owners *Seu Pizza Illuminati*) - **Massimiliano Musto** (General Manager *Four Seasons Hotel Florence*) - **Barbara Guerra** (Co-Curator *50 Top Pizza*)

13.35 - 14.15 THE VALUE OF MARKETING A BRAND

With **Nerina Di Nunzio** (Trainer and Coach, Founder *Food Confidential*) - **Vincenzo Capuano** (Founder *Vincenzo Capuano*) - **Neal Bates** (Managing Director *Rudy's Pizza*) - **Daniele Uditi** (Founder and Executive Chef *Pizzana*)

14.20 - 15.00 EMPOWER WOMEN

With **Roberta Esposito** (Owner and Pizza Maker *La Contrada*) - **Francesca Marotta** (Marketing Executive *Fratelli La Bufala*) - **Camila Prado** (Director of Operations and Experience *Bráz*) - **Margarita A. Forés** (President & Chief Executive Officer *CIBO*)

15.05 - 15.55 NEW HORIZONS FOR THE FROZEN SECTOR

With **Dario Roncadin** (CEO *Roncadin SPA SB*) - **Giulio Adriani** (Owner *Slice & Pie/Lucy Bar DC/Rosie Pizza Bar*, Consultant/Partner *Carlo's Bakery Frozen Pizza/Pizza Cake*) - **Salvatore Cuomo** (Founder and Chairman *Salvatore Cuomo & Casa Cuomo*) - **Michele D'Amelio** (Executive of Research & Development *Pizza and Commercialization Wonder*)

16.00 - 16.30 THE PERFECT DELIVERY

With **Hugo Rodríguez de Prada** (Co-Founder *Grosso Napoletano*) - **Thom Elliot** (Co-Founder *Pizza Pilgrims*) - **Johnny Di Francesco** (Director and Chef *400 Gradi*)

WEDNESDAY 27th NOVEMBER

10.10 - 10.40 ARTISAN OR MASS PRODUCED?

With **Mauro D'Errico** (President *Fragesa Srl*) - **Davide Zaccagnino** (Partner *Pizzium*) - **Nicola Saraceno** (Managing Director *Sebeto SPA*)

10.45 - 11.25 FROM STANDARDIZATION TO TOP QUALITY

With **Tigrane Seydoux** (Founder and CEO *Big Mamma Group*) - **Enrico Panero** (Head of R&D *Eataly*) - **Mino Cerullo** (Partner *UK Luigia*) - **Niccolò Portu** (Head of Franchising & International Development *Alice Pizza*)

11.30 - 12.00 NUMBER ONE IN BRAND AWARENESS

With **Francesco Martucci** (Owner & Pizza Maker *I Masanielli - Francesco Martucci*) - **Diego Vitagliano** (Owner & Pizza Maker *Diego Vitagliano Pizzeria*) - **Michele Pascarella** (Owner & Pizza Maker *Napoli on the Road*) - **Albert Sapere** (Co-Curator *50 Top Pizza*)



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