

## ITALY WINS IN SPAIN: RECEIVED THREE AWARDS AT THE INTERNATIONAL CONFERENCE “IFAMA 2024”

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On June 17th-20th, 2024, the conference “International Food And Agribusiness Management Association - [IFAMA 2024](#)” was held in Almeria (Spain), in which different Italian Ph.D students, researchers and professors participated, especially from the University of Foggia and also from the University of Palermo, the University of Bologna, the University of Salento and the University of Campania “Luigi Vanvitelli” participated.

The [schedule of IFAMA 2024](#) included 4 intensive working days (between the Academic Symposium and Business Forum), plus one dedicated to the technical visit to companies in the territory. During the first day of the conference, dedicated to the dissemination of research works and so to the academic community, different research works were presented such as papers, extended abstracts and posters. Specifically, during the first day of the conference, at the same time of the other research sessions, a session called “Blockchain Technology and Innovation” was held, coordinated by Prof.ssa Marian Antonietta Fiore (University of Foggia) and entirely dedicated to the application of this technology and the innovation and implications that it creates in the agrifood sector.



View of intensive agriculture and greenhouse cultivation in Almeria (photo source: <https://agrocode.com/>)

The conference was officially launched by prof. Mariantonietta Fiore (University of Foggia) and by prof. Loïc Sauvée (Institut Polytechnique UniLaSalle), both Symposium and Co-Chair, with a presentation entitled *Almeria agribusiness ecosystem: Innovative and sustainable?*.



The second day of the conference was launched by prof. Tonelli from the University of Cagliari, keynote speaker of the Symposium, who presented a research work within the project PRIN 2020 – WE BEST entitled “Blockchain and Made in Italy”. He introduced how technology is revolutionizing daily life, included e-commerce, the management of identity and the exchange of public services, creating new exciting perspectives of innovative businesses and opportunities of Italian and European trading. This session aimed to share the latest trends and in-depths about the use of blockchain to authenticate the origin of the product in the supply chain, focusing on the certification of the origin of goods for national products as “Made in Italy”.





At the same time, during the first two days of the conference, the “Student case competition” was held, a practical resolution of a case study on a theme of agrifood business in which an Italian team participated in the “Early Career Professionals” category, coordinated by the University of Foggia (Prof. Mariantonietta Fiore, Department of Economics) and composed by 4 researchers belonging to the research group of the project PRIN 2020 – WE BEST. The protagonists of this competition have obtained a great result challenging more than 20 teams

from all over the world, succeeding to overcome the preliminary phase, but stopping in the semi-final phase. The Case Competition team, but also the entire group from the University of Foggia, was supported by two sponsors, “Piana Paradiso s.r.l. di P. Zullo” and “Antica Tradizione s.r.l. di Marco Guerra”, which donated little gadgets like backpacks and pills worn by participants during the days of the conference.

Within the framework of the Academic Symposium, the aforementioned participants also contributed with numerous works, in the form of posters and presentations:

- *Does BCT change relate directly to the intervention in the wineries?;* M.R. Maschio, L.S. Alaimo, M. Fiore, A. Galati
- *Value-belief and value-identity norms in ethical food consumption: investigating the influence of worker-friendly labels in Italy;* C. Mirabella, V. Borsellino, A. Galati, E. Schimmenti, F. Caracciolo
- *How an advising good practice in short food supply chain management becomes a golden case: the COREnet project experience;* F. Colantuono, A. Romagno. G. De Pascale, M. Riefolo, P. La Sala
- *NFT - Soul bound tokens for winery reputation;* R. Tonelli, A. Tiddia, A. Pinna, M.I. Lunesu, G. Cherchi, D. Bentivoglio, G. Chiaraluce, G. Staffolani, G. Zonneveld, G. Rafaiani, A. Finco,
- *Biosecurity in the swine livestock: a state of art in the economic field;* V. Suprani, A.G. Paolo, A. Maurizio, C. Massimo
- *Making fisheries sustainable: digital transition for blue economy;* M. Amoruso, A.M. Pacifico, P.P. Miglietta, L. Agnusdei

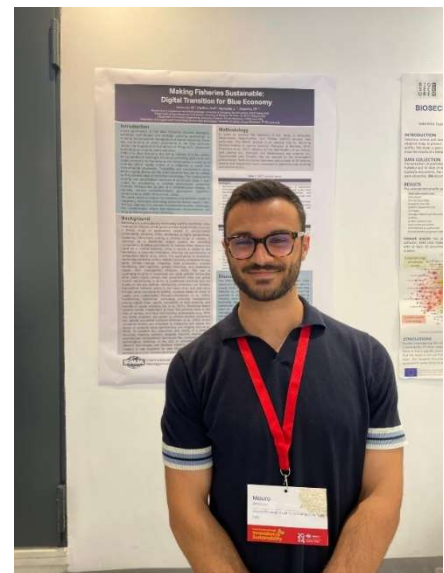


- *Distributed ledger technologies and sustainable development goals*; R. Rana, N. Adamashvili, C. Tricase, R. Pareschi



Two of the above-mentioned research works ranked first place. Specifically, for the *Poster* category, the first place out of 16 is “*Making fisheries sustainable: digital transition for blue economy*”, presented by Mauro Amoruso who is a Ph.D student at the University of Campania “Luigi Vanvitelli”, while for the *Paper* category, “*Does BCT change*

*relate directly to the intervention in the wineries?*” ranked among the top 18; but Claudio Mirabella’s paper, a Ph.D student from the University of Palermo, ranked first out of 180 papers, with the research work “*Value-belief and value-identity norms in ethical food consumption: investigating the influence of worker-friendly labels in Italy*”.



The winners were rewarded on the final day and Prof. Fiore was also rewarded for her position in the symposium of the conference and for her engagement and dedication to the realization of the IFAMA 2024 conference.

The event represented an important occasion to disseminate the results of the project PRIN2020 – WE BEST, thanks to the contributions and active participation of different partners of the project present at IFAMA 2024, giving interesting input to different participants, due to the relevance of the topics proposed for innovation and the sustainability of the agrifood sector, the main focus of the conference.

Furthermore, it is necessary to underline the important aspect regarding international networking (representatives from 5 continents and over 40 countries participated) which allowed different participants from the University of Foggia to interact with experts from prestigious foreign universities, discussing common aspects of research, enriching their know-how and extending their contacts for future collaborations.

