

Daniel Rossi, *Director R&I Confederation of Farmers, NTPs Food For Life Coordinator, Italy*



Born in Luxembourg on 17/09/59 **Daniele Rossi** is married and has three daughters. He graduated cum laude in Statistics and Economics at the Rome's University "La Sapienza" and won a Fullbright Beca for PhD in UCLA in Los Angeles (California). He's Director of Research and Innovation of the Confederation of Farmers (Confagricoltura) and he was till last year Director General of the Food and Drink Industry Federation in Italy, CEO of Federalimentare Servizi s.r.l., CEO of the "Spread European Safety GEIE" consortium (an EEIG of 13 Eu Food & Drink Federations), Chairman of the Research and Innovation Group - FoodDrinkEurope (Confederation of the Food & Drink Industry of the EU), Chairman of the Technology Platform "Italian Food for Life", Vice-chairman of the EU Technology Platform "Food for Life"; Chairman of the AGRIFOOD Cluster promoted by the Italian Ministry of Education.

Past experiences: Member of the "EU Sounding Board of smaller actors" on participation in the FP7, Coordinator of FP6 SSA "SMEs-Net" and of FP7 Integrated Project "TRUEFOOD" (VI FP), Administrator Delegate and Member of the Executive Committee and of the Board of *CONAI (the Governmental packaging Recovery and Recycling Consortium)*, Director General of *Consorzio BIRRAVIVA S.c.r.l.*, Chairman of "EU Polices on alcohol" for the Brewers of Europe (*Confederation des Brasseurs du Marché Commun*) and Delegated Member of the Board, Director of the Italian Brewers Association, Scientific Director of "*Plan Bleu*" – Action Plan for Mediterranean – UNEP, Director of the IRI Office of Economic Studies, feasibility, costs benefits, planning and management of facilities and services (SPS Spa-Gruppo IRI), Person in charge of Research "Central and Local Public Authority" of Censis Foundation in Rome, Secretary General of the "Permanent Observatory on Youth and Alcohol".