

Bologna, 8th September 2011

WELLNESS CONFERENCES

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SPAZIO OFFICINALE, Sala Incontri, Hall. 35

THE HERBALIST. A PROFESSION IN THE MAKING

Experiences and strategies

Thursday 8th September, 2 p.m. – 5:30 p.m.

Room: Biologica, Hall 34

These days a degree is often not enough to find a job. A problem facing many young people, creating widespread concern. This conference is motivated by a desire to address this kind of issue and look at the ancient profession of herbalism which has just recently acquired university degree status.

It takes three years of university attendance, dedicated to herbal plants and their multiple uses, to train professionals. And after that what kind of job can a herbalist do?

What are their prospects? What kind of opportunities are there?

This conference will highlight how a degree in herbalism can translate into a multitude of professional roles. As the different papers will show, they have one thing in common: how the title herbalist can be “**interpreted**”, **the opportunities available**, and the need to see this degree through new eyes, open to what the marketplace is looking for and the range of professions which for all sorts of reasons need the skills of the herbalist.

NATURAL AND SYNTHETIC AROMAS

AN UPDATE ON THE REGULATIONS, HOW THE MARKET IS EVOLVING

Friday 9th September, 10 a.m. – 1 p.m.

Room: Biologica, Hall 34

The trend to use “natural products” is winning over ever-broader bands of consumers which is having the effect of heavily conditioning the marketplace and the choices made by manufacturers. The use of “natural”, “even more natural” and “only natural” components and ingredients is on the increase; amongst which the additives, preservatives and aromas used in foodstuffs. The field of aromas is very complex, evenly regulated across Europe thanks to a process started by the European Commission and the European States in 1988 and involving thousands of aromas, both natural and synthetic.

Today, 20 years after the first community act, **the list of aromatic substances authorised by the EU is about to be adopted**, based on an accurate risk analysis associated with every component of the numerous groups of aromatics currently in use.

The objective of this conference is to provide an update on the evolution of the regulations and techniques regarding aromas; analyse the direction research is taking and the market trends; offer ideas for making the right choices in line with the times.

Friday 9th September – 3 p.m.

Lesson with Marco Valessi, phytopreparer, University of Middlesex, London

OMEGA 3 & 6 IN VEGETABLE OILS. PROPERTIES AND USES

Properties and advice on the correct use of the fatty acids omega-3 and omega 6 are the themes of this lecture.

Polyunsaturated fatty acids (omega-3 and 6) are an essential ingredient of cell membranes and play a fundamental role in well-being. They formulate the body's reaction to inflammation, play a role in developing antiplatelets, control the plasmatic level of lipids (above all tryglicerides) and arterial pressure, maintain cell membranes fluid and artery walls elastic. Our organism is not capable of making them and thus they must be part of our diet. Omega-6 are present in seeds, walnuts, cereals and vegetable oils in general (corn oil, sunflower oil, soya oil, sesame oil and linseed oil in particular). Cereals, walnuts, pulses and linseed oil are sources of omega 3.

Saturday 10th September

Two lectures with Maria Angela Polesana, teacher at Brand Lab and of Corporate Communication at the IULM University in Milan

10 a.m. – THE SHOP WINDOW. THE HERBALIST'S BUSINESS CARD

This lecture will look at the role of the shop window in building a shop's identity and image. It will outline a brief history of the shop window and explain the changing and increasingly active role it plays in a shop's success. It will highlight how the shop window is used as:

- a tool in visual selling
- a communication tool (about the products, the shop, the name)
- a way to attract people to the shop

3 p.m. – THE SHOP CHANGES SHAPE. EXPERIENTIAL MARKETING

The lecture will start with a brief introduction to the main changes which have taken place in our society and outline the profile of the new consumer. It will mainly look at how brands increasingly establish themselves based on intangible values, on an idea of a possible world. Then there is the leveraging of a mix of marketing, in other words the tools the business uses to communicate with customers, amongst which the shop plays a fundamental role.

THE HERBALIST IN THE GLOBAL SOCIETY. Characteristics, Changes & Trends

Sunday 11th September, 10 a.m. – 1 p.m.

Room: Biologica, Hall 34

10 a.m. **Presentation of research results “The herbalist in the global society”** organised by the Department of Sociology A. Ardigò, University of Bologna

PIERGIORGIO DEGLI ESPOSTI, Researcher, University of Bologna

11:30 a.m. **The role of the herbalist in the current marketplace. Expectations, trends and change**

Roundtable organised by FEI, Unerbe and S.I.S.T.E.

1 p.m. **Third edition FEI Degree award**

Award-giving for graduates in Herbalist Techniques and affiliated subjects

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