

CURRICULUM VITAE

1. Surname: Rossi
2. Name: Daniele
3. Date and place of birth: Luxembourg (L), on the 17th of September 1959
5. Civil status: Married. Three daughters
4. Nationality: Italian
6. Higher education: Degree in Statistics and Economics, post-university specialisation course of economics c/o U.C.L.A., State of California – USA.
7. Present Positions: Director General of Federalimentare - the Italian Federation of Food and Drink Industries, Administrator of Federalimentare Servizi s.r.l., Administrator of the Food Industry Federations' Consortium "SPES GEIE".
8. E-mail, telephone: direzione@federalimentare.it ; +39 59 03 380;
9. Professional Experiences:

a. Experience in the design and implementation of research policy.

- Daniele Rossi is member of the CIAA Board (Confederation of the Food & Drink Industries of the EU) and from March 2005 he is **Chairman of the CIAA Research Experts Group**, that is in charge of the definition of the research & innovation strategies of the Confederation of the Food & Drink Industry of the EU.
- Daniele Rossi has actively participated to the constitution of the **European Technology Platform "Food for Life"** and is a **Member of the Platform Board**. The ETP Food for Life is a very strategic network initiated in November 2004 specifically to unite stakeholders in a common long-term programme of research, communication, training and technology transfer with the aim of stimulating innovation, enhancing the global competitiveness of European industry and exerting a positive impact on the health and well-being of European consumers.
- Daniele Rossi is **Chairman of the Italian Technology Platform "Italian Food for Life"**, that is a national network of all the key stakeholders of the Italian "Food & Drink" sector. The Italian Platform is the natural issuing of the ETP "Food for Life" and is the result of a big effort aimed at creating a great and unique industrial research pole in Italy.
- Daniele Rossi has been member of the **Sounding board** of smaller actors on participation in the Seventh Framework Programme for Research (FP7). One of the more relevant aims of the Sounding board was to identify the problems and difficulties that small players had in participating in FP6 actions, with a view to determining how these barriers could be removed or reduced in FP7.

b. Excellence in research and research management.

Daniele Rossi follows actively the activities of the DG Research, with a specific focus on the EU Framework Programmes. In particular:

- He has created in 2003 a European Interest Grouping of 12 European Food and Drink Federations, the “**SPES GEIE**” EEIG, in order to facilitate and develop the activities of its members relevant to the promotion and execution on a European Union level of studies and research concerning the safety and the quality of food as it travels along the food chain, as well as the utilization and disclosure of the relevant results. The Grouping has been constituted to facilitate the participation of its members in activities to be carried out in the context of the EU Framework Programmes for technological research, development and demonstrations aimed at contributing to the realization of the European Research Area (2002-2006), specifically relating to the *indirect actions* implemented through the instruments of the integrated projects and the collective research projects aimed at small- and medium-sized enterprises.
- He has coordinated the Specific Support Action “**SMEs-NET**” (*SME’s Networking European Food Quality and Safety Stakeholders*), a project mainly focused on the identification of the needs of EU food SMEs in research, innovation and technology transfer. This project is very important because it is mainly addressed to SMEs that represent the majority of the EU Food and Drink Industry (about 99%) that is the first manufacturing sector in Europe. The Food and Drink industries alone had a turnover of 840 billion € in 2005, transforming over 70% of Europe’s agricultural raw materials. The sector employs over 4.1 million people, the majority in SMEs which are the engine for economic growth, job creation and national and regional development.
- He coordinates the Integrated Project “**TRUEFOOD**” (*Traditional European Union Food*), a project aimed at bringing innovations into the traditional food sector. This sector includes not only protected and patented foods but also other regional and national traditional specialities. The innovations will improve competitiveness in the sector through higher food quality and safety standards as demanded by consumers, but will ensure that the essential characteristics of these culturally-important foods are not sacrificed. The project will bring research and the industry closer and facilitate effective collaboration and technology transfer. By targeting innovation towards the wide range of traditional commodities that together constitutes a significant proportion of the food consumed in Europe, the project aims to sustain a significant proportion of the traditional food industry in Europe and give their consumers the products they want. This approach will both preserve and expand consumer demand and production of traditional foods in Europe and help traditional food production and processing conform to EU and national trading, food safety and quality regulations as well as trader/retailer specifications.
- He is involved in the European projects “E-MENSA” (*E-platform Technologies for the European Agro-food Supply Chain*), “TRACEBACK” (*Integrated System for a Reliable Traceability of Food Supply Chains*), “ENFFI” (*European Networking for Financing Food Innovation*) and “ICARE” (*Impeding neo-formed Contaminants Accumulation to Reduce their health Effects*).

c. Advisory experience at national, European and international level.

- From 1997 until 2002, Delegate Member of the Executive Committee and of the Board of the Italian National Packaging Consortium for recovery and recycling (*CONAI*).

- From 1996 until 2000, General Director of *Consorzio BIRRAVIVA S.c.r.l.* – Research, Training and Auditing Consortium of Brewery;
- From 1995 until 2000, Chairman of the “EU Polices on alcohol” for the *Confederation des Brasseurs du Marché Commun* – C.B.M.C. and Delegated Member of the Board of the *Confederation des Brasseurs du Marché Commun* – C.B.M.C.
- From 1990 until 2000, Director of the Association of Brewery and Malt Industries, adhering to *Federalimentare* and to *Confindustria (the Confederation of Italian Industries)*, and representing the branch interests at national and European level.
- From 1986 until 1990, Scientific Director of “*Plan Bleu*” – Action Plan for Mediterranean, promoted and co-ordinated by U.N.E.P., U.N. Agency for Environment.
- From 1985 until 1990, Director of the Office of Economic Studies: feasibility, costs benefits, planning and management of big facilities and services.
- From 1979 until 1986, Person in charge of Research “Public and Local Authority” of Censis Foundation - *Centro Studi Investimenti Sociali di Roma*.
- From 1991 until 2002, General Secretary of the “Permanent Observatory on Young People and Alcohol”, that is a private government agency for the research and the monitoring on consumptions and abuse of alcohol beverages, on polices for young people and on health.
- From 1981 until 1982, Director of Research of the “*Projecto sobre la condicion feminina*” – Government of Perù – Ministry of Social Policies; Director of Research of the “*Projecto de desarrollo urbano de Guayaquil*” – Government of Ecuador – Ministry of Health.
- From 1983 until 1984, Consultant of the “*Progetto Automazione*” of the Department of Economics of the University of Rome – C.N.R. – Rome.
- From 1984 until 1992, Founder and Person in charge of the Investigations of *Technema Servizi Statistici s.n.c.*, located in Rome, Bologna and Lucca.
- From 1985 until 1987, Professor in charge of the course of Statistics c/o University of Education - Faculty of Pedagogy – “*Maria SS. Assunta*” of Rome.
- From 1993 until today, Counsellor of Committee *Progetto Finalizzato IPSA 2* and Counsellor of Committee “*Foods and Health*” CNR – Rome.