

**Joint Workshop
Hamburg University of Applied Sciences – Harokopio University**

***Mediterranean Diet and Lifestyle –
Nutritional Implications and Marketing Challenges***

Tuesday 14 November 2017

Ceremony Hall

Program

10:00 Welcome addresses

- K. Ambeliotis, Associate Professor, Deputy Rector of Student Affairs and Administration, Harokopio University
- Roido Mitoula, Professor, Head, Department of Home Economics and Ecology
- Smaragdi Antonopoulou, Professor, Dean, Faculty of Health Sciences and Education
- Helmut Laberenz, Professor, International Coordinator, Hamburg University of Applied Sciences

10:10 Presentation of the Department of Nutrition and Dietetics, Harokopio University

- George Dedousis, Professor, Institutional Coordinator of Erasmus+, HUA

10:20 Presentation of the Department of Home Economics and Ecology, Harokopio University

- Roido Mitoula, Professor, Head, Department of Home Economics and Ecology, HUA

10:30 Presentation of the Department of Nutrition and Home Economics, Hamburg University of Applied Sciences

- Christoph Wegmann, Professor, Head, Department of Nutrition and Home Economics, HAW

10:40 Interpreting the Mediterranean Diet within different countries

- Meropi Kontogianni, Assistant Professor, HUA

11:00 Beyond the Mediterranean Diet: A pattern of healthy lifestyle

- Glykeria Psarra, Assistant Professor, Rutgers University

11:20 Mediterranean Diet and Disease Prevention

- Evangelos Polychronopoulos, Professor, HUA

12:00 Adherence to the Mediterranean Diet and Academic Performance in Children and Adolescents

- Vassiliki Costarelli Associate Professor, HUA

12.20-13.00 Coffee break

13:00 How the Mediterranean Diet influences Northern Europe: The New Nordic Diet

- Sibylle Adam, Professor (with Co-Moderation/introductional student activating by Petra Naujoks), HAW

13:30 The perception of regional origin and its use in food marketing

- Christoph Wegmann, Professor, HAW

13:50 German Students Perception of Mediterranean Food and Lifestyle

- Petra Naujoks, Professor, HAW

14:10 Drivers of inequality in labor income. The impact of income inequality on lifestyle. Evidence from OECD Countries

- Anna Saiti, Professor, HUA

14:30 The nutritional research as a vehicle for development of new markets in traditional products. The case of Greek Corinthian currants

- Vaios karathanos, Professor, HUA

14:50 Nutritional information at restaurants

- George Boskou Assistant Professor, HUA

15:10. Food waste prevention as a means for saving food

- Konstantinos Ambeliotis, Associate Professor, HUA

15:30 Light Lunch
