

Re-Globe Seminar 22 April 2022

Dr. Simona Rubbi, *The Opportunities for Italian Fruit and Veg Beyond the European Markets*

Dr. Simona Rubbi, International relations manager of CSO Italy

Simona Rubbi is in CSO Italy from 2003 and has a long experience on opening of new markets and SPS barriers and phytosanitary aspects, on quality issues with GI and different certifications as GLOBAL.G.A.P., and on management of different promotional programs on Internal market and Third Countries.

In November 2020, she was elected as Chair of CGD on quality and promotion of DG Agri – EU COM, after 2 mandates as vice Chair. She is member on the Freshfel Europe Board.

Title: The Opportunities for Italian Fruit and Veg Beyond the European Markets

Abstract: The methods of defining and application of phytosanitary protocols for the different fruit and vegetable products for Third Countries. Some examples of conclude or under negotiation protocols i.e. Kiwi China, Kiwi South Korea, Apples Taiwan or Thailand.