



## SEMINAR ON COMMUNICATION AND MARKETING IN THE FOOD & DRINK INDUSTRY

### ORGANIZED BY:

Master in Food Quality Management (<http://www.calidadalimentaria.es/>)  
 Department of Agricultural Economics, Statistics and Business Management

TECHNICAL UNIVERSITY OF MADRID (*UNIVERSIDAD POLITÉCNICA DE MADRID*)



**DIRECTORS:** JOAQUÍN FUENTES-PILA (UPM), SILVERIO ALARCÓN (UPM)

**WILL TAKE PLACE AT:** Salón de Actos del Edificio Agrícolas. **Escuela Técnica Superior de Ingeniería Agronómica, Alimentaria y de Biosistemas** (<http://www.etsiaab.upm.es/Internacional>). Av. Puerta de Hierro 2-4. Madrid 28040.

**REGISTRATION:** It is free. You can register by sending an email to: [master.calidadalimentaria@gmail.com](mailto:master.calidadalimentaria@gmail.com)

Registration is needed for obtaining an **Attendance Certificate**.

### PROGRAMME

Friday, June 29 2018	
From 10:00 to 11:30	Communication & Public Affairs in the Food & Drink Sector <b>Rafael Fernández Quirós (Director, Public Affair and Communications Coca-Cola Western Europe and EUR)</b>
From 11:30 to 12:00	Coffee Break
From 12:00 to 13:30	Application of Economic Experiment in Agri-Food Marketing and Policy <b>Rodolfo M. Nayga Jr. (Distinguished Professor and Tyson Endowed Chair, University of Arkansas)</b>



# en **Gestión** de la **Calidad Alimentaria**

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