

**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 Labrenz, 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

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**12.20-13.00 Coffee break**

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**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

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**15:30 Light Lunch**

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