

**CURRICULUM VITAE
OF GIULIANO
MARCHESIN**



PERSONAL INFORMATION

Surname and first name **GIULIANO MARCHESIN**
Address **ITALY**
Telephone **+39 335 1225800**
Email **gmarchesin@unicarve.it**

WORK EXPERIENCE

- **Date** **August 7, 2004 to present**
 - **Company name and address** Associazione Produttori Carni Bovine Unicarve - Legnaro (PD)
 - **Employment relationships** Professional assignment and from 2004 to 2006. Permanent employment since 2007 with the qualification of manager.
 - Assignment General Manager

- **Date** **January 1, 2007 to present**
 - **Company name and address** Consorzio L'Italia Zootecnica Soc. Coop. a r. l. – Legnaro (PD) - Italy
 - **Assignment** General Manager

- **Date** **From 20 October 2017 to today**
 - **Company Name and Address** Consorzio di Promozione e Valorizzazione dei prodotti ottenuti con il Sistema di Qualità Nazionale Zootecnica "Consorzio Sigillo Italiano" Soc. Cons. – Legnaro (PD)
 - **Assignment** General Manager

- **Date** **From 12 June 2017 to today**
 - **Name Azienda and address** Interprofessional Organization of meat produced in Italy INTERCARNEITALIA "OI INTERCARNEITALIA" - Legnaro (PD)
 - **Assignment** General Manager

- **Date** **March 2004 to August 2007**
 - **Company Name**
 - Company Villa Rietti Rota S.r.l. of Motta di Livenza (TV)
 - Consorzi Bonifica
 - Association of Beef Producers of Triveneto Unicarve di Legnaro (Pd)
 - Producers Organization Unicarve Soc. Coop. A.
 - **Employment relationships** Professional collaboration
 - **Assignment** Consultant – Freelancer

- **Date** **January 2001 to March 2004**
 - **Company name and address** National Confederation Coldiretti – Rome
 - **Employment relationships** Indefinitely
 - **Assignment** Manager c/o Federazione Regionale Coldiretti del Veneto

- **Date** **April 1988 to December 2000**
- Company name *and* address
 - Provincial Federation Coldiretti - Belluno
 - National Confederation of Direct Farmers – Rome
- Employment relationships
 - Indefinitely
 - Provincial Director – Sole Director "Green Enterprise"
- **Date** **From 1975 to April 1988**
- Company name *and* address
 - Provincial Federation Coldiretti - Treviso
- Employment relationships
 - Indefinitely
 - Secretary of the Coldiretti Youth Movement
 - Director of the Iripa Provincial Training and Technical Assistance Center - Quadrifoglio

EDUCATION AND TRAINING

- **Date** **Year 1973**
- Name and type of institution
 - Technical Institute A. Palladio of Treviso
- Qualification obtained
 - Diploma of Surveyor
- **Date** **Year 1982**
- Name and type of institution
 - Istituto Professionale Statale G. Corazzin of Colle Umberto (Tv)
- Qualification obtained
 - Diploma in Agrotechnics
- **Date** **Year 1986**
- Name and type of institution
 - University of Padua
- Course of study
 - Political science
- Qualification obtained
 - Interruption for work reasons with 50% of exams passed
- **Date** **Year 2010**
- Name and type of institution
 - University of Verona
- Course of study
 - Communication Sciences
- Qualification obtained
 - Interruption for work reasons with some exams passed

PERSONAL SKILLS AND COMPETENCES

MOTHER TONGUE

ITALIAN

OTHER LANGUAGES

FRENCH

- Reading skills
- Writing skills
- Oral expression skills

B1

A1

A1

ENGLISH

- Diploma level obtained

B1

COMPUTER SKILLS AND COMPETENCES

Excellent knowledge and use of the MICROSOFT OFFICE package
 Excellent knowledge and use of programs: Adobe Illustrator, Adobe Page Maker, Windows Live Movie Maker, Page Manager.

ORGANIZATIONAL AND DESIGN SKILLS AND COMPETENCES

- In 1982 he designed and built, presso the Iripa-Quadrifoglio Provincial Center of Treviso, the first computerized DATABASE at national level for the agricultural sector, in UNIX environment, on a municipal territorial basis, with an operational program for zoning provided for by Regional Law no. 24/85.

- In 1984 he designed and built the first Italian environmental monitoring system for guided and integrated control for tree crops (saving treatments and chemical products), the S.A.T. (Treviso Agrometeorological Service), with the installation of a network of S.I.A.P. weather stations connected via modem to a central unit, with data dissemination at the territorial level, currently still functioning (managed by CO. DI.TV., Consorzio Difesa Trevigiano).
- In 1990 he promoted and organized the "Economic Project for the Development of the Bellunese Mountain" with the collaboration of the Prof. Antonio Foglio, giving life to the Consorzio Cooperative Bellunesi.
- In 1997 he promoted and organized the "Green Compost Project" (Swiss model) in the Province of Belluno. Project organized by the Provincial Administration of Belluno with the collaboration of the Provincial Center Iripa-Quadrifoglio of Belluno.
- In 1999 he promoted and organized the "Project the Road of Typical Belluno Cheeses, The Cheese Cart, The Confraternity of Cheeses". Project carried out by the Belluno LAGs and the Chamber of Commerce of Belluno, currently functioning.
- In 2001 he conceived and promoted a supply chain project, in collaboration with CONIVE (National Veterinary Cooperative) for a revival of mountain animal husbandry (cow-calf, meat and milk line) and a National Coordination Project of Mountain Agriculture.
- In 2001 he conceived and promoted an I.C.T. Project. entitled "Information and Global Communication" for Coldiretti del Veneto (Printed Paper, Radio, TV, Information Technology).
- In 2002 he conceived a project for the marketing of agricultural products in partnership with the company Autostrade S.p.A. (experimental in Veneto for subsequent dissemination at national level).
- In 2004 it organized an innovative project for the marketing of chain beef in a protected atmosphere (ATM) with a total traceability program, currently operating within the CRAI Group.
- In 2005 he created the brands for the marketing of beef "Eccelsa", "ReBove" and "Vitelli".
- In 2005 he collaborated with the Informest Society of Udine, as an expert speaker for training activities for agricultural entrepreneurs of the former ex Yugoslavia.
- In 2006 he drafted a project entitled: "Development of agriculture in Romania with the collaboration and advice of Italian and Romanian professionals for the organization of a livestock project in favor of agricultural companies in Veneto", also proposed for Slovakia".
- In 2007 he founded the Consorzio l'Italia Zootecnica, Società Cooperativa Agricola, national organization of the Associations of Producers of beef now transformed into A.O.P. Italia Zootecnica (Association of Producer Organizations) recognized by the Mipaaf and was appointed Director, a position he currently holds.
- In 2007 he drafted and promoted a project for a "National Beef Plan" currently under construction at the Ministry of Agricultural Policies.
- In 2007 it promoted the recovery of Regional Law 12/2001 for the reorganization of beef production regulations (veal, scottona, veal with white meat) and the use of a quality mark registered by the Veneto Region. Project currently in operation and fully operational with the "Verified Quality" mark.
- In 2008 he conceived the brand and designed "Lo Scigno delle Carni Unicarve" for the marketing with the formula "from producer to consumer" of beef in vacuum packs to "Skin" (www.loscrignodellecarni.it). Project that worked for about 2 years, then stopped

due to the impossibility for the copacker to reduce the quantities of meat in the packages (from 5 kg. to 2.5 kg.).

- In 2008 it contributed to the establishment and organization of an international livestock group, bringing together the Asociazioni producers of beef: Asoprovac Spain, FNB France, IFA Ireland and Consorziò Italia Zootecnica, called "Madrid Table", which meets periodically.

- In 2009 he prepared a project for the organization of the "Strada della carne veneta" and for the constitution of the "Confraternita della carne veneta".

- In 2009 he promoted the organization of the Interprofession of beef produced in Italy "IntercarnePro", established by notarial deed by Assocarni, Consorzio L'Italia Zootecnica, Legacoop Agroalimentare and Confcooperative Fedagri then transformed into OI Intercarneitalia, recognized by the Mipaaf with Decree of the Minister of 12/12/2019 and is currently its Director. .

- In 2009 he coordinated the work of the "Madrid Table" in a conference organized in Venice at the headquarters of the Regional Council for the preparation of a unitary document to be presented at the "G8 Agriculture" organized by the Italian Minister of Agricultural Policies in Cison di Valmarino (TV).

- In 2010 he was a speaker in Venice at a conference organized by the Italian Society of Agri-food Economics on the theme "Enhancement strategies and tools in agri-food chains".

- In 2011, 2012, 2013, 2014 and 2015 he was a speaker representing Italian breeders at the meetings organized by Interbev France, called "La day of livestock French in Italy".

- In November 2014 he participated as a speaker at an ECM course entitled "Etichettiamo: the new rules for food labeling" organized by the General Management, Functional Department of Animal Health and Food Safety, Training Office, of the ULSS 4 Company of Veneto, dealing with the theme: "Optional labeling and traceable quality".

- In 2014 he organized in Legnaro (Pd) and was a speaker at the course for the Continuing Professional Training of Giornalisti on the theme: "Food traceability and consumer safety".

- In February 2015 he was a speaker at a meeting on the CAP 2014-2020 entitled "The new CAP 2014-2020: the news for beef cattle and coupled aid".

- In May 2015 he was a speaker at a conference on beef cattle breeding at Eurocarne Verona.

- In June 2015 he was a speaker at a conference organized by AON and Lloyd's at Expo 2015 on the theme "New challenges and insurance solutions for global food risks".

- In June 2015 he was a speaker at a conference on beef cattle animal husbandry organized at Aquae Expo 2015 in Venice.

- In 2016 he was a speaker at a series of meetings in Lombardy on beef cattle breeding.

- In 2017, until April, he participated as a speaker at conferences on beef cattle breeding, and in particular: Coop Assembly. Scaligera in Ospedaletto di Pescantina (VR), Meeting at the Viesthotel in Vicenza.

- He is a journalist, registered in the Register of Journalists of Veneto – List of Publicists, since 1989 (first in the special list, until 2006, then with definitive registration deliberated by the Order of Journalists of Veneto, since 2007).

- From 1989 to 2003 he was editor in chief of the monthly "Il Coltivatore Bellunese" and edited it.

OTHER CAPACITIES AND COMPETENCES IN THE FIELDS OF COMMUNICATION

- He is Director of the monthly periodical “Pianeta Carne” and takes care of the drafting of articles and layout.
- He has collaborated for the drafting of articles in the monthly magazines Papageno and Qui Risparmio (from December 2004 to December 2006) and is currently on the Editorial Board of the monthly Eurocarni.
- He has collaborated with Antenna 3 Veneto, Telebelluno, Radio Valbelluna, Radio Vita for the drafting and conduction of columns dedicated to agribusiness.
- He collaborated for the organization and realization of some episodes of Linea Verde (RAI) identifying themes and subjects to be filmed and interviewed.
- Administer [websites www.unicarve.it](http://websites.www.unicarve.it) www.italiazootechnica.it – www.sigilloitaliano.it – www.intercarneitalia.it
- SOCIAL: profile Facebook with over 4,500 contacts and Twitter with over 2,400 contacts and some institutional pages.
- He has been a guest-expert of various television programs: "Ore 13" and "A Marenda (with Belumat)" at Antenna 3 Veneto - "Focus" at Rete Veneta - "Noi Veneto" at Triveneta TV - 7 Gold - Piazzapulita at La 7. Interviewed on issues related to animal husbandry by Report Rai3 in 2014 and La Gabbia La7 in 2015.
- Manages an IT list of SMS distribution with n. 1,560 numbers in the address book and some institutional WhatsApp groups for news and market prices of cattle.
- He was President of the Motoclub Opitergino (from 1983 to 1990).
- He was President of the Cultural, Recreational Association, “Borgata Madonna della Salute” (from 1987 to 1995) contributing to the construction of a building to be used as a Social Center, currently functioning. Currently adviser.
- He is a member of the Rotary Club opitergino-Mottense (since 1999) and was President in the 2003/2004 Rotary year.

INTERESTS AND SOCIAL
COMMITMENT

PROPENSITIES

Propensity and predisposition for activities of identification and resolution of problems and activities of Management, Programming, Planning and Business Organization; Human Resources Coordination; Commercial & marketing activities; Public Relations; Communication; Events Organization; Project Promotion and Development Activities; Training; Information Technology Organization; Legislative design; Restructuring of Instrumental and Economic Entities; Supply chain projects; Organization, coordination and development of social aggregation activities. Expert beef cattle husbandry.

I authorize the processing of personal data pursuant to Regulation (EU) 2016/679 - 'GDPR'.

Oderzo (TV) September 2021

Giuliano Marchesin
