

## Expo 2020 Dubai: blockchain in agri-food enabling transparency for consumers and marketing for companies

*The TRUST project coordinated by the University of Macerata was presented in the Italian pavilion.*



The agri-food chain is one of the frontiers of application of blockchain technology. Distributed ledgers make it possible to certify and share traceability information by all the actors involved in the production process. To access such information, the consumer can simply scan a QR Code. At the same time, blockchain technology opens new marketing and supply chain control perspectives for companies.

**The delegation of the University of Macerata (UniMC) at the Expo 2020 in Dubai spoke about this in many aspects - technological, legal, economic - on the opening day of the week dedicated to the Marche Region.** The amphitheatre of the Italian Pavilion welcomed an audience of operators from Italy, Belgium, Spain, Israel as part of the week dedicated to the Marche Region.

The protagonist of the event is the European TRUST project coordinated by the University of Macerata, whose strength lies in the synergy between different cultures, countries, and disciplines in the study of the opportunities offered by information technologies. In fact, academic and non-academic institutions and companies of Italy, Belgium, Spain, France, Israel, and China are involved.

During her speech, the coordinator of the TRUST project **Francesca Spigarelli** stated that "blockchain technology can help ensure maximum transparency, objectivity and safety of agri-food products and can offer additional opportunities to companies both to better organize the production process and to get to know the customer interacting with the product".

To optimize this process, as **Emanuele Frontoni**, full professor of IT at UniMC explained, "we must promote the convergence between blockchain, artificial intelligence, internet of things and virtual reality: artificial intelligence makes it possible to detect any anomalies entered in the blockchains, while virtual reality and the metaverse bring the consumer closer to production processes".

During the event, moderated by **Massimo Meccarelli**, UniMC, other presentations were delivered: **Geert Deconinck** of the Catholic University of Louvain on decentralized control in agro-photovoltaic applications; **Pamela Lattanzi** on legal perspectives; **Cristiano Venturini**, CEO of iGuzzini, on the role of digitization and sustainability for social innovation and business growth; **Maria Isabel Fortea** described the digital transition in the agri-food sector of the Region of Murcia in Spain; **Edna Pasher** of Edna Pasher Phd and Associates interviewed Dr. **Milly Perry** on innovation in the blockchain sector in Israel.