

SMART AGRIFOOD FORUM

FORUM

Thursday 30 September 2021

From 08:30 h. Main Hall **Accreditations**



09:00 - 09:45 h. Challenges of the Agrifood Sector in the different countries of the world
"How to approach the challenges of the agri-food chain in the world"

Moderate: **Juan Francisco Delgado**. Vicsident of the European Foundation for the Innovation and Technologic Development (**INTEC**)



 **Guido Landheer**. Assistant Vice Minister of **Agriculture, Nature and Food Quality of the Netherlands**



 **Fernando Miranda**. Secretary General of the **Ministry of Agriculture, Fisheries and Food**

 **Danny O'Brien**. Managing Director of EMEA at **THRIVE**

 **Adiv Baruch**. Chairman of **Israel Exportation Institute**

 **Ignacio López García-Asensio**. Director of Regulatory Affairs and International Relations, Asociación Agraria-Jóvenes Agricultores (**ASAJA**)

09:50 - 10:35 h. Efficiency in production systems: new platforms for agricultural, forestry and environmental management and planning. Technological developments in the field of remote and close sensing, together with powerful platforms for data integration and management thanks to cognitive technologies, are allowing both planners and managers, to have much more accurate and truthful information, while generating knowledge that helps them to make better decisions.

Moderate: **Rosa Gallardo**. Director of the Higher Technical School of Agricultural and Forestry Engineering (**ETSIAM**) of the University of Córdoba (**UCO**)

 **Manuel Melgarejo**. President of Business Association for Plant Protection (**Aepla**) and Country Leader Iberia at **Corteva Agriscience**

 **Sergio Hernández**. Sales Director at **Kreii FerlBé**

 **Giovanni Di Mambro**. Co-founder and Comercial Director at **Elaisian**

 **Alejandro Blaas**. CEO at **Plataforma Tierra de Cajamar**

10:40 - 11:00 h. Investment opportunities in the Agrifood sector: A view from Israel

Keynote: **Jon Medved**. CEO of **OurCrowd**

11:00 - 12:00 h. OPENING CEREMONY of AGRIFOOD

AUDITORIUM 1



Keynote Speech: **Paolo de Castro**, member of the **European Parliament's Agriculture Committee**



- ▣ **Dubravka Šuica**. Vice-President of **the European Commission for Democracy and Demography**
- ▣ **Maciej Golubiewski**. Head of Cabinet of Commissioner of **Agriculture European Commission**
- ▣ **Manuel Campo Vidal**. President of European Foundation for Innovation (**INTEC**)
- ▣ **Francisco de la Torre**. Mayor of **Málaga**

12:15 – 13:00 h. EU climate change policy. The Green Pact and the EU biodiversity support strategy. New CAP. The new EU climate change policy will be a failure if the reduction of emissions in the EU is transferred to an increase by relocation to third countries and production in Europe is reduced. However, if we use innovation as we are working on in the LIFE, Life for Citrus project or for example through new plant breeding techniques (NBTs), we are convinced that we will achieve the objectives of the Green Deal.



Keyspeech: **José María Castilla**. Director of the office **ASAJA Brussels**

Moderator: **Benjamin Fauli**. Technical Manager Life Vida for Citrus **ASAJA**

- ▣ **José María Castilla**. Director of the office **ASAJA Brussels**
- ▣ **Jeronimo Cejudo**. Dean of Official Association of Agricultural Engineers of Andalusia (**COIAA**)
- ▣ **José María Bergillos**. Provincial Secretary General of the **Territorial Delegation of Agriculture, Livestock and Fisheries of Malaga**

13:15 – 14:00 h. New foods: challenges and business opportunities. The necessary conservation of the environment and the fast evolution of consumer demands are generating new opportunities that are being exploited by highly innovative companies. We will learn about the challenges they face, as well as the success stories in this field.

Moderate: **Pedro Rodrigo**. Spain Agribusiness leader and Future of Food Global Committee member and partner of **DELOITTE**

- ▣ **Isaac Chocron**. Director for Iberia of **OurCrowd**
- ▣ **José Cabello**. Full member of the Andalusian Academy of Gastronomy and Tourism (**AAGT**)
- ▣ **Asier Alea**. Director of Global Development of Basque Culinary Center (**BCC**)
- ▣ **Eva Torremocha**. Responsable of the Sustainable Food Programme of **Fundación Daniel y Nina Carasso**
- ▣ **Sylvie Chau**. Innovation and Process technology manager at **WhatIF Foods**



14:00 – 15:30 h.

WORKING LUNCH

15:35 – 16:20 h. **Food industry disruptive technologies.** The food industry is undergoing a real technological revolution, intensified by the COVID health crisis. The growth of technology in the food industry and the ability to attract capital, labor saving technologies, or the application of artificial intelligence for a better understanding of customers behaviour at the point of sale, among others, will be discussed.



Keyspeech: **Eric Parkin.** Head of digital business of **Cargill**

Moderate: **Gerardo Jiménez.** Andalusian Chief Officer of **TECNALIA**



Revel Gordon. General Director of **Lumachain**

Chase Kidd. International Sales & Global Dealer Manager of **IVI Industrial Ventilation and JC Garrido Refrigeración**

Valerio Aquè. Agriculture Project Specialist at **Almaviva**



Barney Debnam. Director of Agribusiness Industry Solutions at **Microsoft**

Rina Fainstein. CEO of **Noga**, Strategy Partner at **Grupo Bimbo**

16:25 – 17:40 h. **Accelerating the digitization of the agri-food sector: Adoption of standards and the role of Digital Innovation Hubs.** The



role of Digital Innovation Hubs as engines for creation of innovation ecosystems through using technologies that stimulate the development of competitive businesses in digital transformation environments through the creation of services/products with clear economic and social impact.



Dialogue: Self-diagnosis programme of digital maturity model of the agro-industries from the Andalusian regional government.

Loreto del Valle. General Director for **Digital Economy of the Andalusian Regional Government**

Carmen Cristina de Toro. General Director of Industry, Innovation and Agrifood Chain of the **Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalucía**

Moderate: **Juan José Hierro.** CTO of **FIWARE Foundation**



María Jesús Serra. Head of Technical Section of the Digitalisation area of the Subdirección G. de Innovación y Digitalización. Directorate General for Rural Development, Innovation and Agri-Food Training. Ministry of Agriculture, Fisheries and Food (**MAPA**)

Carlos Callejero. CEO of **Digitanimal** and Coordinator of the Cattlechain project

Juan Marcelo Gaitan. Director of DIH FIWARE Zone



- ▣ **Francisco Maroto-Molina.** Assistant Professor of Department of Animal Production at **ETSIAM** at the University of Cordoba (**UCO**)
- ▣ **Javier Alejandro.** CAP technician. Renewable Energies and Agrarian insurance of Unión de Pequeños Agricultores y Ganaderos (**UPA**)
- ▣ **Ana Belén Cabezas.** Deputy Coordinator at **Andalucía Agrotech**

17:45 - 18:30 h. Leaders of the Agri-Food sector in Andalusia: How to make your company an international leader in its products.

Moderate: **Manuel Campo Vidal.** President of **Next Educación** and Director of the Institute of Business Communication (**ICE**)

- ▣ **Carmen Cristina de Toro.** General Director of Industry, Innovation and Agrifood Chain of the **Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalusia**
- ▣ **Antonio Luque.** President of **DCOOP**
- ▣ **Enrique de los Rios.** Director General of **UNICA Fruits** *TBC*
- ▣ **Gregorio Jiménez.** Exdirector General of **Puleva Biotech** *TBC*
- ▣ **Pedro Ruiz.** President of **Cooperativa La Palma** *TBC*
- ▣ **Enrique Colilles.** Director General of **Trops**

SMART AGRIFOOD FORUM

FORUM

Friday 1 October 2021

From 08:30 h. Main Hall **Accreditations**



09:00 - 10:00 h. Major challenges in agribusiness and food distribution.

Consumer habits, sustainability, balanced trade relations and globalisation mean that agri-food distribution is undergoing a real revolution. The challenges facing the agri-food chain both from the perspective of industry (farmers and agribusinesses) and from the perspective of distribution in the short, medium and long term will be debated.



Keyspeech and moderate: **Abel Rodríguez.** CEO of **Brotherfood Quality**

- ▣ **Pablo Albendea.** COO of **Ebro Food**
- ▣ **Alfonso Alcaraz.** General Director of **Tello Group**
- ▣ **María Martínez-Herrera.** Head of Food Safety and Environment at the Spanish Association of Distributors, Self-Services and Supermarkets (**ASEDAS**)
- ▣ **David Chica.** General Director of **Merca Madrid**



 **Alvaro Sánchez.** Consumer Goods Territory Manager at **Salesforce**

10:15 – 11:45 h. **Agro-industrial innovation: opportunities for the application of robotics and artificial intelligence.** The automation by robots of operations in agribusiness and the management of information thanks to cognitive technologies represent a great opportunity to improve efficiency and anticipation capacity. The ecosystem is facing new challenges and opportunities thanks to the application of new devices and algorithms.



Keynote: **Jamila Gordon.** CEO and founder of **Lumachain**

Moderate:

-  **Ramón González.** Founder of **robonity**
-  **Ricardo Arjona.** President and CTO of **ec2ce**
-  **Juan Marcelo Gaitán.** Head of FIWARE of **Telefónica**
-  **Pablo Vidarte.** CEO of **Bioo**

12:00 – 12:45 h. **Investment and financing in the field of the innovation and digital transformation of the agri-food sector**

Moderate: **Antonio Fernandez Ruiz.** CIO de **Fullstep** y **Cupido Capital**

-  **Danny O'Brien.** Managing Director of EMEA at **THRIVE**
-  **Gonzalo Martínez de Azagra.** Co-Founder and General Partner of **Cardumen Capital**
-  **Carlos Ignacio Franco Alonso.** Technical Advisor of The Centre for the Development of Industrial Technology (**CDTI**)
-  **Preston Zhang.** Executive Director, Corporate Development of **Pinduoduo**



12:30 – 13:45 h. **Space under development**

14:00 – 14:45 h. **Closing Ceremony**

SMART AGRIFOOD FORUM

STAGE 1

Thursday 30 September 2021

From 08:30 h. Main Hall **Accreditations**



16:45 – 17:30 h. **SMARTFOOD Project: Towards a smart and sustainable agri-food production.**



Junta
de Andalucía

Consejería de Agricultura,
Ganadería, Pesca y
Desarrollo Sostenible

Agencia de Gestión Agraria
y Pesquera de Andalucía



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Moderate: **José Carlos Álvarez**. Manager of the Agricultural and Fisheries Management Agency of Andalusia (**AGAPA**)

-  **Teresa Carrillo**. R&D Coordinator of **BALAM Agriculture**
-  **Tomas Fernandez de Sevilla**. Sales Manager at **AIRBUS**
-  **Antonio Jiménez**. General Manager of **DAFISA**
-  **Jose Luis Serrano**. Innovation and Product Strategy Manager at **HISPASAT**
-  **Miguel Ángel Molina**. Director of Strategy and Business Development of **GMV**

17:45 – 18:30 h. **Are European Food SMEs ready for Artificial Intelligence?**

Coordinate: **EIT FOOD**. A survey of food companies across the continent has been conducted to find the answer to this question. The results will be presented during this session, where different actors of the value chain with exchange opinions and share their experiences regarding the implementation of artificial intelligence, its obstacles and benefits. On balance, how can the agrifood sector be digitalised and transformed by adopting advanced technologies?



Moderate: **Carmen Galindo** Project manager at **EIT Food**

-  **Antonio Vicente Contreras**. CEO de **AI Talentum**
 -  **Iodia Olabarrieta**. Senior Researcher. Efficient and Sustainable Processes at **AZTI**
 -  **Jon Koldo Izaguirre**. Global Business Development Manager at **BuntPlanet**
 -  **Paz Revuelta**. Product Manager New Business Acceleration of **Telefónica Tech**
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SMART AGRIFOOD FORUM

STAGE 1

Friday 1 October 2021

From 08:30 h. Main Hall **Accreditations**



09:15 – 10:00 h. **Opportunities for Collaboration in Public Procurement of Innovation for the Smart-agri-food sector.** Coordinate: Andalusian Knowledge Agency (**AAC**)

The Public Procurement of Innovation projects underway in the agri-food sector represent an opportunity and a greater incentive to innovate for companies, research centres and groups, as the Administration constitutes a first commercial demand that makes investment in innovation more attractive by reducing uncertainty.



Moderate: **Rocío Muñoz**. Coordinator of the Andalusian CPI Unit. R&D&I Promotion and Knowledge Transfer Area of the Andalusian Knowledge Agency (**AAC**)



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**Smart
Agrifood
Summit**

Málaga
30 sep-1 oct
2021

STARTUP EUROPE ECOSYSTEM FOR OPEN INNOVATION



- 🔗 **Maria del Pilar Garrido.** Technical Advisor. General Subdirectorate of Agri-food Control and Inspection of the Agricultural and Fisheries Management Agency of Andalusia (**AGAPA**)
- 🔗 **Encarnación Martínez.** Technician of the International Relations Department of the Agricultural and Fisheries Management Agency of Andalusia (**AGAPA**)
- 🔗 **Gregorio Blanco Roldán.** Dr. Ing. Agronomist and University full professor at the University of Cordoba (**UCO**)

10:15 – 11:00 h.

13:15 – 14:00 h.

SMART AGRIFOOD FORUM

STAGE 2



Thursday 30 September 2021

From 08:30 h. Main Hall **Accreditations**

17:45 – 18:15 h. **Fireside Chat: SVG /Thrive V.S. Land O´Lakes**

Presented by: **Juan Francisco Delgado.** Vice president of the European Foundation for the Innovation and Technologic Development (**INTEC**)



- 🔗 **Teddy Bekele,** CTO of **Land O´Lakes**
- 🔗 **John Hartnett.** CEO y Fundador de **SVG-Thrive Ventures**



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RURAL DEPOPULATION FORUM

STAGE 1

Thursday 30 September 2021

From 08:30 h. Main Hall **Accreditations**



09:15 - 09:45 h. **Opening conference Rural Depopulation Forum**

10:00 - 10:45 h. **European experiences as an answer for the depopulation**

Moderate:

-  **Secundino Caso.** President of Red Española de Desarrollo Rural (**REDR**) and vice representative for Spain of the European Network for Rural Development (**ENRD**)
-  **María del Mar Delgado.** Principal researcher at the University of Cordoba (**UCO**) of DESIRA project
-   **Serafín Pazos-Vidal:** Head of Brussels Office, Convention of Scottish Local Authorities (**COSLA**) and academic researcher

11:00 - 12:00 h. **OPENING CEREMONY of AGRIFOOD**

AUDITORIUM 1

12:00 - 13:00 h. **The role of women in the face of the demographic challenge: Talent Woman**



Moderate: **Pilar Parra.** 2nd Vicepresident and Deputy of Economy, Finance, Assistance to Municipalities **City Council of Jaen**

-  **Benjamín Lana.** President of **Gastronomía Grupo Vocento "grupo gastrofeminas"**
-  **Nazaret Mateos.** CEO of **Entre Setas**
-  **Elvira Domingo.** RIS Programme Manager at **EIT FOOD**
-  **Lucía Velasco.** **Ganadería Álvarez Velazco**
-  **Brígida Jiménez.** Director of Cabra Centre of the Institute for Agricultural and Fisheries Research and Training (**IFAPA**)
-  **María del Mar Delgado.** Professor and researcher at the University of Cordoba (**UCO**). Vice-rector for International Projection

13:15 - 14:00 h. **Good practices in addressing the demographic challenge from social innovation: rural identity.** Panel coordinate: **Provincial Council of Málaga**





Moderator: **Natacha Rivas Campo**. 4th Vice President and Deputy Delegate for Social Innovation and Depopulation of the **Provincial Council of Malaga**

Support in the repopulation process: **"My Environment recovers with you"** from the Spanish Red Cross and Vente a Vivir a un Pueblo SL platform

- 🔗 **Ramón Pradera**. Director and creator of **Vente a vivir a un pueblo**
- 🔗 **Paula Rodríguez**. Social Intervention technician at **Cruz Roja**

The emotional bond, key to avoid depopulation: **"Welcoming Town"** of Aula del Mar

- 🔗 **Cristina Moreno**. President of the **Talento y Naturaleza Asociación**. Director of the **Pueblo Acogedor Project**. Director of **Aula del Mar**.

Young people and their attachment to the countryside: **"La Semilla Rural"** by Asociación Extiércol

14:00 – 15:30 h.

WORKING LUNCH

15:45 – 16:30 h. **Rural Lab. Digitalisation of administrations and the offer to attract talent and entrepreneurs in rural areas.**

- 🔗 **Antonio Galán**. Director of Employment and Enterprise Area **Provincial Council of Jaen**
- 🔗 **Francisco Javier Ruiz**. Mayor of **Fuente Palmera**
- 🔗 **José Aquilino Antuña**. General director of **Comitas e-Health**
- 🔗 **Juan Manuel Velasco**. Programme Manager Broadband at **DG AGRI, Agriculture and Rural Development**



AGROENER

RENEWABLE ENERGY AND ENERGY EFFICIENCY FORUM

STAGE 1

From 08:30 h. Main Hall **Accreditations**



11:15 – 12:00 h. Agrovoltaic. Photovoltaic and cultivation in the same space. Agrovoltaics is gaining ground in several northern European countries and has just arrived in Spain. It makes it possible to increase the efficiency of available surfaces, with a perfect symbiosis between cultivation and self-production of energy. There are ways to make cultivation and a photovoltaic self-consumption system compatible in the same square metres, allowing us to save on our farm's energy bill, the key in many cases lies in the efficiency of the available space. The evolution of photovoltaic systems, together with higher and lighter structures, allow machinery to work on the surface normally. The future photovoltaic pilot project on super-intensive olive groves in El Valenciano Innovation Hub will be presented

Moderate: **Fernando Olalquiaga.** Patent examiner at Oficina Española de Patentes y Marcas (OEPM)

-  **Manuel Barrera.** CEO of **Agroener**
-  **José Luis de las Cuevas.** General director of **Ingeniería y Control Remoto (ICR)**
-  **Fran Gálvez.** CMO of **Balam Agriculture.** Promoter of El Valenciano Rural Innovation Hub
-  **Antonio García.** Director of Zona Sur **Power Electronics**

12:15 – 13:00 h. European Aid and Funds for Renewables in the primary sector. The end of September sees the publication of the regional regulations that will regulate the arrival of the first EU Next Generation funds. These funds and the recently published regulations will have a special impact on self-consumption and the energy transition in the primary sector. Specifically, 'Incentive Programme 2': Implementation of self-consumption installations, with renewable energy sources, in other productive sectors of the economy, with or without storage. We will learn first-hand about the keys to these grants and subsidies from leading experts

Keyspeech: **Manuel Alías Cantón.** Secretary General of European Funds for Sustainable Rural Development of the **Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development**

Moderate: **Manuel Barrera.** CEO of **Agroener**





- ▣ **Antonio Martín.** Head of irrigation system and infrastructure Service at the **Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalucía**
- ▣ **Pedro Montero.** Partner Director of **Suring**
- ▣ **Pedro Parias.** General secretary at **Feragua**
- ▣ **Javier Ariza.** Head of Catchment Area and Technical Project Office of the Andalusian Energy Agency (**AAE**)

14:00 – 15:00 h. **Closing Ceremony**



WATER & SUSTAINABILITY FORUM

STAGE 2

Thursday 30 September 2021

From 08:30 h. Main Hall **Accreditations**



09:15 - 09:45 h. **Opening conference Water & Sustainability Forum**



Dialogue:

-  **Antonia Lorenzo.** CEO and R&D&i Manager at **Bioazul**
-  **Gonzalo Delacámara.** Researcher at **IMDEA Agua**

10:00 – 10:45 h. **Actions for Water Re-use around the world**

Present and moderate: **Carlos Garrido.** Head of the Environment Area of the General Sub-Directorate of Irrigation, Natural Roads and Rural Infrastructures of the Spanish Ministry of Agriculture, Fisheries and Food (**MAPA**)

-  **Rafael Mujeriego.** President of Spanish Association for Sustainable Water Reuse (**ASERSAgua**) *TBC*



-  **Jean Ruhiza Boroto.** Senior Land and Water Officer **FAO. World Water Council**
-  **Juan Carlos Gázquez.** Deputy Director of **Cajamar Innova Incubadora de Empresas**
-  **Jose Antonio Salinas.** Dr. Agronomist Engineer and Professor of Engineering Projects at the **University of Almeria**
-  **Israel Guzman.** Whater

11:00 – 12:00 h. **OPENING CEREMONY of AGRIFOOD**

AUDITORIUM 1

12:10 – 13:05 h. **Key speeches**

12:10 – 12:25 h. Innovation in the exploitation of fishery resources. Fish farming, fishing and the sea, a source of resources in development and of concern for their conservation. The sustainable management of resources and all innovation applied to their respectful exploitation will be the subject of this area.

-  **Javier Garat.** General secretary of Spanish Fisheries Confederation **Cepesca**

12:30 – 12:45 h. Technology for efficient use of water and energy in solar irrigation. The complexity and diversity of today's irrigation systems require a universal solution that integrates the water-energy binomial for the sustainable development of agriculture.



▣ **Alejandro Serrano.** Managing director of **bombeatec**

12:50 – 13:05 h. **Innovation of genetic resources.** Soil microbiology as a bioindicator for improving sustainability in agriculture.

▣ **Diego Moreno.** Business Development and Key Partnerships Manager at **Biome Makers**

13:15 – 14:00 h. **Clean technologies applied to the reduction of fossil fuels in irrigation.**

Present and moderate: **Carlos Garrido.** Head of the Environment Area of the General Sub-Directorate of Irrigation, Natural Roads and Rural Infrastructures of the Spanish Ministry of Agriculture, Fisheries and Food (**MAPA**)

▣ **Presentación Carrillo Lechuga.** Director of the University Institute of Water at the University of Granada (**UGR**) *TBC*

▣ **Luis Serrano.** CEO of **Dilersur** *TBC*

▣ **Tom Soo.** CEO of the International Association Hidro-Environment Engineering and research (**IAHR**) *TBC*

14:00 – 15:30 h.

WORKING LUNCH

15:45 - 16:30 h. **Application of 5G and IoT in irrigation systems.**

Present and moderate: **Carlos Garrido.** Head of the Environment Area of the General Sub-Directorate of Irrigation, Natural Roads and Rural Infrastructures of the Spanish Ministry of Agriculture, Fisheries and Food (**MAPA**)

▣ **Frank Arlen.** Managing director of **VEOLIA** *TBC*

▣ **Antoni Diaz.** General Manager of **Suez Agricultura Iberia**

▣ **Jose Ramón Vilana Arto.** Managing director of **Grundfos España y Portugal** *TBC*

▣ **Joaquín Segovia.** Director Southern Territory of **Telefónica España**

▣ **Begoña Tarrazona.** Irrigation Specialist at **Idrica**

▣ **Saturnino J. González.** CEO de **Agualitics**



16:45 – 17:30 h. **Smart Irrigation: Perspectives and Projects.**

Present and moderate: **Carlos Garrido.** Head of the Environment Area of the General Sub-Directorate of Irrigation, Natural Roads and Rural Infrastructures of the Spanish Ministry of Agriculture, Fisheries and Food (**MAPA**)

▣ **Manuel Martín Arroyo.** Project manager at **SUEZ Agriculture**

▣ **Javier Santacruz.** Economist and Financial Analyst

▣ **José Luís Bustos.** Director de **Brioagro**

▣ **Joaquín Soriano.** CEO de **Ikos Technologies**

▣ **Samuel López.** CEO of **Plantae**



OLIVE OIL INNOVATION FORUM

STAGE 2

Friday 1 October 2021

From 08:30 h. Main Hall **Accreditations**



09:00 h. Opening Olive Oil Innovation Forum

- 🔗 **Carmen Cristina de Toro.** General Director of Industry, Innovation and Agrifood Chain of the **Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalucía**
- 🔗 **Clara Aguilera.** Euro parliamentarian and member of the Agriculture Committee of the **European Parliament**
- 🔗 **Juan Francisco Delgado.** Vice president of the European Foundation for the Innovation and Technologic Development (**INTEC**)

09:15 – 09:35 h. Opening Olive Oil Innovation Forum. The olive grove sector in the regulatory and normative changes.

Impact of the Green Agreement, the European Biodiversity Strategy and the new CAP

- 🔗 **Eduardo Moyano.** Researcher professor in the Spanish National Research Council (**CSIC-IESA**)

09:40 – 10:00 h. Olive Talks: “Olive oil: International perspectives”

- 🔗 **Luigi Caricato.** Director of **Olio Officina Magazine** and **Olio Officina Festival**

10:15 – 11:00 h. The challenge of innovation to improve Competitiveness and Sustainability

Keyspeech and moderate: **Alfonso Gómez.** CEO of **Todolivo**

- 🔗 **Jesús Gil.** Director of the project Innolivar of the University of Córdoba (**UCO**)
- 🔗 **Juan Antonio Caballero.** President of olive cooperative from Valle de los Pedroches (**OLIFE**)

11:15 – 12:00 h. The challenge of Innovation in the quality

Moderate: **Iñaki Benito.** Manager of **Olive Communal Heritage Foundation**





- 🌀 **Brígida Jiménez.** Director of the Cabra Centre of the Institute for Agricultural and Fisheries Research and Training (**IFAPA**) and PhD in Pharmacy, Diplomate in fats and oil by **CSIC** with specialization in Sensorial Analysis
- 🌀 **Ramón Estruch.** Coordinator of the Studio Predimed from the Intern Medicine Service of the **Barcelona Clinic Hospital**
- 🌀 **M^a José San Roman.** Chef Michelin Star. Presiden of the Women Association in Gastronomy (**MEG**)
- 🌀 **Eduarne Rubio.** Export Manager at **Aceites Oro Bailén** - Oleotourism Experiences

12:15 – 13:00 h. **The challenge of innovation in marketing.** Digital Disruptive Technology in the olive oil Marketing.

Moderate: **Ana Belén Cabezas.** Deputy Coordinator **Andalucía Agrotech DIH**

- 🌀 **Fran Gálvez.** CMO en **BALAM Agriculture**
- 🌀 **Antonio Luque.** President of **DCOOP**
- 🌀 **Francisco Vañó.** Director of **Castillo de Canena**
- 🌀 **Juan Antonio Parrilla.** Manager of **Picualia**
- 🌀 **José Antonio Adame.** Technical advisor of **Andalucía Agrotech Digital Innovación Hub**
- 🌀 **Juan Ignacio Zafra Becerra.** Territorial Director of Eastern Andalusia at **CaixaBank**

13:15 – 13:45 h.

14:00 – 15:00 h. **Closing Ceremony**



STARTUP EUROPE SMART AGRIFOOD

ELEVATOR PITCH

Thursday 30 September 2021

From 08:30 h. Main Hall **Accreditations**



10:00 – 11:00 h. **Elevator Pitch Startups I**

-  **Nucaps**
-  **Fermata Tech**
-  **Afeedme**

11:00 – 12:00 h. **OPENING CEREMONY of AGRIFOOD**

AUDITORIUM 1

12:10 – 12:40 h. **Presentations AERTIC**

-  **Panoimagen**
-  **SDi**
-  **SumaInfo**
-  **Spectral Geo**
-  **Encore Lab**

12:45 – 13:05 h. **Cajamar Innova Presentation – Start-ups.** We are looking for entrepreneurs and innovative startups that provide real solutions to water issues.



-  **Juan Carlos Gázquez.** Deputy Director of **Cajamar Innova Incubadora de Empresas de Alta Tecnología en Agua.**
-  **Yago Sierras.** Chief Growth Officer of **Mediterranean Algae**
-  **Jose Alberto García.** Manager of **Cobet Tratamientos del Agua**
-  **Lorena Welte.** Co-founder and Manager of Laboratory and Innovation at **KleinScale**

13:10 – 13:25 h. **Presentation Loyola**

-  **Raúl Díez.** Project manager at **Loyola Initiatives Entrepreneurship Center** (University Loyola) and project manager at **Ebro Talent**
-  **Mercedes Pérez.** Head of **Loyola Initiatives Entrepreneurship Center** (University Loyola) and coordinator at **Ebro Talent**



13:30 – 14:00 h. **Extremadura, an agrotech ecosystem.** Make Extremadura known as a great space for the development and validation of agrotechnology, whose specialization is reflected both in the companies and in the technology and research centers.

Present and moderate: **Francisco Pizarro**. Business Development Manager at **Fundecyt-PCTEX**

-  **Javier Ramos**. CEO at **Biobee Microelectronics**
-  **Miguel Córdoba**. CEO at **Greenfield Technologies by Agrodron**
-  **Santos Salgado**. CEO of **Ventum IDC**
-  **Isabel Balbontín**. Head of R+D+i and international trade at **IDDECA**
-  **Jose Luis Llerena**. Director of **CTAEX**

14:00 – 15:30 h.

WORKING LUCNH

15:45 – 16:45 h. **Elevator Pitch Startups II**



-  **Biovita** (*Argentina*)
-  **Genofeed SA** (*Argentina*)
-  **Innova Space** (*Argentina*)
-  **Harbest Market**
-  **Fruitspec**
-  **Alacarte**



17:00– 18:00 h. **Elevator Pitch Startups III**

-  **Abastores**
-  **Xaudable**
-  **EcoProten**
-  **MOA foodtech**

STARTUP EUROPE SMART AGRIFOOD

ELEVATOR PITCH

Friday 1 October 2021

From 08:30 h. Main Hall **Accreditations**



10:00 – 11:00 h. **Elevator Pitch Startups IV**



-  **SEPPURE**





 **Smallops**
 **IDECCA**

11:15 – 12:00 h. **Elevator Pitch Startups V**



 **Smartway**

12:05 – 13:55 h. **Presentations of companies and organization (project and initiatives)**

12:05 – 12:20 h. **Presentation EUIPO**

 **Jorge Zaragoza. EUIPO**

12:30 – 12:45 h. **Presentation Vitartis**

 **Cristina Ramírez. General Director of Vitartis**

12:55 – 13:10 h. **Fair Food for a Smart Life Project**

 **Ana María Castillo. Coordinator of the project at the University of Málaga (UMA)**

13:20 – 13:35 h. **Opportunities for the agri-food companies within the scope of the HIBA project**

 **Fernando Morillo. Technical Advisor of Andalucía Agrotech DIH**

13:40 – 13:55 h.

 **Javier Romero. Co-founder of afeedme**

14:00 – 14:45 h. **Award Ceremony for the Start-up winner and closing ceremony**



SIDE EVENTS

BIOAZUL

Conference room 2.1

Thursday 30th September 2021



9:30 – 13:30h. Water2REturn Workshop - Solutions for wastewater treatment oriented to the resource recovery for agriculture. Bioazul, general coordinator of the Water2REturn project, organizes with the collaboration of Kimatec the Water2REturn Workshop (# W2RworkshopSpain), an event where professionals and experts will discuss and share their experience on solutions for wastewater treatment aimed at the recovery of resources for the agricultural sector. The workshop, which will be broadcast live from YouTube, will address topics such as the regional circular bioeconomy strategy, water reuse, legislation on biofertilizers and agronomic products, and the W2R system and its first successful application in Matadero del Sur (Salteras, Seville) will also be announced.

Ministerio de Agricultura, Pesca y Alimentación

Expositions room

Thursday 30th September 2021



AgroInnpulso Day. The Spanish Ministry of Agriculture, Fisheries and Food has entrusted ENISA with the implementation of a new line of financing aimed at innovation and digitisation of the agri-food sector throughout its value chain, including those operating in rural areas. The budget allocated to the Agro PYME -AgroInnpulso- line is 13 million euros for 2021. This line aims to promote the creation of new companies and the development of agri-food SMEs in the growth, consolidation or internationalisation phase, through the financing of business projects that develop innovative and/or technology-based activities, with special attention to those with the capacity to generate quality employment for young people and women.

12:30 – 14:00h. AgroInnpulso, a line of financing for SMEs in the agri-food sector with innovative and digital business projects.



- 🔗 Moderate: **Natalia Moreno Sánchez**. Head of the Digitalisation Area. Deputy Directorate General for Innovation and Digitalisation. DG for Rural Development, Innovation and Agri-Food Training. Ministry of Agriculture, Fisheries and Food (**MAPA**)
- 🔗 **Jordi García**. Director of Operations and Strategy of **ENISA**. Presentation of the line of action of **AgroInnpulso**
- 🔗 **Mercedes Iborra**. Strategy Director and co-founder of **Visual Nacert**
- 🔗 **Daniel Andreu**. CEO y co-founder of **Agrosingularity**

FINNOVA

Conference room 2.2

Thursday 30th September 2021



16:00 – 17:30h. European funding for innovation in #AGRI sector. Finnova Foundation presents the round table on European funding for the agri-food sector. Different experts from European institutions will present the policies, European strategies and funding mechanisms for the sector. From Finnova, two successful cases of European funding for the sector will be launched, such as Agritech Startup Europe Accelerathon, which seeks the most innovative idea or project in precision agriculture, as well as the Interreg HIBA project, recently approved and in which the foundation is one of the beneficiary entities.

SALESFORCE

Conference room 2.1

Friday 1st October 2021



09:30 – 12:30h. Salesforce for the Agrifood industry. CRM to Increasing revenue and improving customers, consumers and farmers experience.

- 🔗 Main Challenges of the agrifood industry in the customer experience area
- 🔗 How Salesforce helps agrifood companies
- 🔗 Product demonstration
- 🔗 Q&A

ANDALUCÍA EMPRENDE

Multi-use room 2



Thursday 30th September 2021



12:00 – 14:00h. How to become an entrepreneur in the Food world? Entrepreneurial way to become a Star Restaurant. Since 1990, the Food Sector from food to restaurant management has evolved like few other industries, changing business models, creating new ones and radically innovating to build new forms of value. In this session we will look at examples of this giant process of global digitisation.

ANDALUCÍA AGROTECH DIH

Multi-use room 1



Thursday 30th September 2021

13:00 – 14:00h. AGROTECH CONECTA FORUM. A space in the framework of the open innovation programme Agrotech Conecta, with which Andalucía Agrotech DIH wants to connect digital transformation challenges from agri-food entities with the technological solutions from entrepreneurs and start-ups found in the Andalusian entrepreneurial ecosystem. Moreover the multi-regional HIBA Open Innovation Platform will be presented.

DIPUTACIÓN DE CÓRDOBA

Private event



Thursday 30th of September 2021

16:15 – 17:00h. The role of the Provincial Councils in the digital and sustainable promotion of the value chain of the Spanish agri-food sector; Smart Agro.

