

STARTUP EUROPE SMART AGRIFOOD FORUM

19th June 2019

19:15h.

OPENING CONFERENCES AT THE AUDITORIUM

➤ 19:15h.

PROGRESS IN AUTONOMOUS VEHICLES IN AGRICULTURE

- **Thomas Engel.** Manager Technology Innovation Strategy. **John Deere**

➤ 19:30h.

ADVANCING THE FUTURE OF AGRICULTURE & FOOD THROUGH INNOVATION

- **John Hartnett.** CEO and Founder. **SVG Ventures & Thrive Ag Tech**

19:45h.

OPENING CEREMONY

- **Francisco de La Torre.** Mayor. **Malaga City Council**
- **Carmen Crespo.** Minister for Agriculture, Livestock, Fisheries and Sustainable Development. **Regional Government of Andalusian**
- **Isabel Bombal.** Director General of Rural Development, Innovation and Forest Policy. **Ministry of Agriculture, Fisheries and Food. Spanish Government**
- **Mihail Dumitru.** Deputy Director General of Agriculture and Rural Development. **European Commission**
- **Cristina Garmendia.** President. **Club Malaga Valley and Foundation COTEC**
- **Juan Francisco Delgado.** Executive Vicepresident. **European Foundation for the Innovation - INTEC**
- **Mariya Gabriel.** European Commissioner for Digital Economy and Society. **European Commission** (by reading text)

STARTUP EUROPE SMART AGRIFOOD FORUM

20th June 2019

Presented by Miriam Reyes

08:30h. ACREDITATION

09:00h. EMERGING OPPORTUNITIES FOR BLOCKCHAIN IN THE AGRI-FOOD INDUSTRY

BLOCKCHAIN

- **Mischa Tripoli.** Trade and Markets Division (EST). Food and Agriculture Organization of the United Nations (**FAO**)

09:20h. BLOCKCHAIN

Moderate:

BLOCKCHAIN

- **Jesús Alonso.** Investor and Entrepreneur in series. Author of the MOAI. **Foundation INTEC.** Mentoring

Speakers:

- **Israel Serrano.** Blockchain Lead. **IBM Food Trust**
- **Miguel Ángel Molinero.** Partner Director. **Rurápolis & Secretary General. Foundation INTEC**
- **Carlos Callejero.** Cofounder Business Development. **DigitAnimal (ETSIAM)**

Sponsored by:



10:20h. TRANSFORMING THE FOOD SYSTEM TOGETHER

FUTURE

- **Begoña Pérez-Villarreal.** Director. **EIT Food CLC South**

10:40h. INNOVATION AS A KEY FACTOR FOR THE COMPETITIVENESS AND SUSTAINABILITY OF A MORE GLOBAL AGRIFOOD SECTOR

Moderate:

INNOVATION FOR CHANGE

- **Fabrizio Rossi.** Sustainable Land Use (SLU) Programme Lead. **EIT Climate-KIC**

Speakers:

- **Esther Esteban.** Director. Spanish National Institute for Agricultural and Food Research and Technology (**INIA**)
- **Marta Esteve.** Communication Manager. **EIT Climate-KIC Spain**
- **Manuel Pérez.** Co-founder. **Agrosap & Director Master Digital Agriculture and Agrifood Innovation** University of Seville (**ETSIA**)
- **Julio Carreras.** General Manager. **IIAP-UPV** (University Institute of Food Engineering for Development - Polytechnic University of Valencia)

Organized by:



11:40h. INVESTING IN IT AS A STRATEGY FOR GROWTH IN THE AGRIFOOD BUSINESS

ORACLE - DIGITAL TRANSFORMATION

- **Pedro Hernández.** CFO. **Grupo G's**
- **Víctor Saura.** CIO. **Grupo G's**

STARTUP EUROPE SMART AGRIFOOD FORUM

12:10h.

STARTUP FESTIVAL: LEADING THE ECOSYSTEM IN EUROPE

- **Isidro Laso.** Deputy Head of Innovation Ecosystems – European Innovation Council. **European Commission**

12:35h.

THE IMPORTANCE OF ALLIANCES AND COOPERATION FOR INNOVATION AND DIGITAL TRANSFORMATION IN THE AGRIFOOD SECTOR

Introduce:

- TRANSFORMATION**
- **Ana María Corredera.** Vice-Ministry. **Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalusia**

Speaker:

- **Judit Anda.** Vice-Ministry Technical Counsellor. **Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalusia**

13:00h.

EUROPEAN OPPORTUNITIES FOR SMART AGRIFOOD INNOVATION

Introduce:

- OPPORTUNITIES**
- **Juan Francisco Delgado.** Executive Vicepresident. **European Foundation for the Innovation - INTEC**

Speaker:

- **Mihail Dumitru.** Deputy Director-General. DG Agriculture and Rural Development. **European Commission**

13:30 – 14:30

NETWORKING LUNCH

14:30h.

APPLICATIONS OF IOT TECHNOLOGIES, ARTIFICIAL VISION AND BIG DATA ANALYTICS IN THE FOOD SECTOR

➤ 14:30h.

- **Carmen Iglesias.** Market Transfer Manager. **Tekniker**

➤ 14:45h.

Moderate:

- **Raúl Jiménez.** Managing Director of the Agency for Agrarian and Fisheries Management of Andalusia. **Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalusia**

BIG DATA

Speakers:

- **Carlos Piñeiro.** Director. **PigCHAMP Pro-Europa**
- **Iván Nieto.** International Development Director. Nacional Center of Technology and Food Safety (**CNTA**)
- **Andreu Salvadó.** CEO. **Aritmos**
- **Daniel Martínez.** CEO. **Cefetra Digital Services**
- **Alfonso García-Ferrer.** Director del Master en Transformación Digital del Sector Agroalimentario. **ETSIAM** Universidad de Córdoba
- **Carmen Iglesias.** Market Transfer Manager. **Tekniker**

STARTUP EUROPE SMART AGRIFOOD FORUM

15:30h. **PREDICT! RECOMMEND! ENGAGE!**
IBM Solutions for Digital Transformation in Agriculture
BIG DATA

- **Christian Bengtson.** Head of Agriculture - Europe - The Weather Company **IBM**

16:00h. **INVESTORS TIME**
INVESTORS

Moderate:

- **Luis Serrano.** Inversor y CEO. **Dilersur. Foundation INTEC**

Speakers:

- **Simon Maas.** CMO. **Agrifood Capital** (Holland)
- **Isaac Chocron.** Business Development Director. **OurCrowd** Tel Aviv (Israel)
- **John Hartnett.** CEO and Founder. **SVG Ventures & Thrive Ag Tech** (Silicon Valley)

16:50h. **OPPORTUNITIES FOR STARTUPS IN THE AGRI FOOD SECTOR** *Sponsored by:*
STARTUPS

Moderate:

- **Juan Francisco Delgado.** Executive Vicepresident. **European Foundation for the Innovation - INTEC**

Speakers:

- **Jose A. Rísquez.** Director of Innovation. **COVAP**
- **Adrián Ferrero.** Co-Founder and CEO. **Biome Makers**
- **Álvaro del Portillo.** Senior Technician Patent Examiner. Spanish Patent and Trademark Office (**OEPM**)
- **Carlos Franco.** Technical Advisor, Department of Institutional Promotion and Territorial Cooperation. Centre for Development of Industrial Technology (**CDTI**)
- **Luis Mira.** Professor. **University of Lisbon & Partner. Consulai**



17:40h. **FUTURE OF FOOD: IMPACT ON THE VALUE CHAIN**
FUTURE

- **Shay Eliaz.** Partner. Innovation Leader of US Firm & Global Leader of the "Future of Food" Program. **Deloitte**

STARTUP EUROPE SMART AGRIFOOD FORUM

18:00h.

THE FUTURE FOOD

FUTURE

Moderate:

- **Pedro Álvarez.** Managing Partner. **Ivoro Food Innovation Hub. Foundation INTEC**

Speakers:

- **Muhammad Escudero.** Halal Certification Manager. **Halal Institute** of Spain
- **Felipe Medina.** Head of Public Affairs & EU Policies. Spanish Association of Distributors, Self-Services and Supermarkets (**ASEDAS**)
- **Enrique de los Ríos.** General Manager. **Unica Group**
- **Lucía Velasco.** Ganadera. **Ganadería Alvarez Velasco**
- **Shay Eliaz.** Partner. Innovation Leader of US Firm & Global Leader of the “Future of Food” Program. **Deloitte**

21th June 2019

Presented by Miriam Reyes

08:30

ACREDITATION

09:00h.

ENTREPRENEURIAL ECOSYSTEM IN RURAL AREAS

Organized by:

ECOSYSTEM

Moderate:

- **Isabel Bombal.** Director General of Rural Development, Innovation and Forest Policy. **Ministry of Agriculture, Fisheries and Food. Spanish Government**

Speakers:

- **Mihail Dumitru.** Deputy Director-General. DG Agriculture and Rural Development. **European Commission**
- **Arturo Villar.** Founder & Coordinator. **StartupCity Europe Partnership (SCEP)**
- **René De Jong.** Business Angel. **Equiteq**
- **Francisco Martín.** President. **Territorio Emprendimiento**
- **Andrés Montero.** Professor. **University Carlos III Madrid**



10:00h.

THE DIGITISATION OF THE AGRIFOOD SECTOR: THE BEGINNING OF A NEW REVOLUTION

DIGITALIZATION

Moderate:

- **Armando Martínez.** Agriculture and Food Coordinator. **Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalusia**

Speakers:

- **Rafael Ángel Ferrer.** R&D Manager. **Grupo Hispatec**
- **Cecilia Gañán.** International consultant in Communication and Territorial Development and external expert of the European Commission in support of Cohesion Policy and Regional and Urban Development
- **Daniel Escacena.** Project Manager. **Andalusian Knowledge Agency (AAC)**

STARTUP EUROPE SMART AGRIFOOD FORUM

10:30 h. STARTUP FESTIVAL: LEADING THE ECOSYSTEM IN EUROPE

- STARTUPS**
- Moderate:
- **Antonio Fernandez.** CIO. **FullStep** & Vicepresident **Foundation INTEC**
- Speakers:
- **Marcus Dantus.** CEO. **Startup Mexico**
 - **Emilio Corchado.** CEO and Founder. **Startup Olé** (Salamanca)
 - **Juan Manuel Revuelta.** General Manager. **Finnova** (Brussels)
 - **Mareese Keane.** Platform Director. **Thrive Ag Tech**
 - **Guadalupe García.** Entrepreneurship Manager. **EIT Climate-KIC Spain**

The Launch of a Challenge for Startups according to the leaders

11:30h. SHAPING THE FUTURE OF AGRICULTURE WITH NUTRIGENOMICS

- FUTURE**
- **Nicolas Body.** European Technical Manager. **Alltech**

12:00 - 12:30h. SMART FARMS, SMART FOOD

- SMART**
- **Paimun Amini.** Director, Digital Partnerships & Venture Investments. **Bayer Crop Science**

TALENT WOMAN

- Introduce:
- **Pablo Antón.** Founder. **Talent Woman**



13:00h. TALENT WOMAN BY SMARTAGRIFOOD: WOMEN AND TECHNOLOGY IN THE AGRIFOOD INDUSTRY

- WOMAN**
- Moderate:
- **Marta Raspall.** CEO. **Eumedia**
- Speakers:
- **Cristina Ramírez.** General Director. **Vitartis**
 - **Dolores Fernández.** Researcher Ramón y Cajal. Microbiology Department, University of Malaga (**UMA**)
 - **Montse Cortiñas.** General Secretary. **Fademur**
 - **Encina Álvarez.** Represent. Association of Ecological Farmers and Ranchers of León (**AGRELE**)
 - **Elisa Martín.** Chief Technology Officer. **IBM SPGI** (Spain, Portugal, Greece and Israel)
 - **Dolores Pérez.** Catedrática. Subdirectora de Relaciones Internacionales e Institucionales. **ETSIAM, Universidad de Córdoba**

STARTUP EUROPE SMART AGRIFOOD FORUM

14:00h.

AWARDS CEREMONY FOR STARTUPS & CLOSING CEREMONY

- UMA
- Deloitte
- IBM
- European Foundation of Innovation INTEC
- FYCMA
- Regional Government of Andalusian
- Spanish Government
- Malaga City Council
- SVG Partners - Thrive Acelerator