

## SMART AGRIFOOD FORUM

FORUM

**Thursday 30 September 2021**



**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**. Vice president of the European Foundation for the Innovation and Technologic Development (**INTEC**)



✎ **Ignacio López García-Asensio**. Director of Regulatory Affairs and International Relations of the Agrarian-Young Farmers Association (**ASAJA**)



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



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



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



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

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

✎ **Sergio Hernández**. Sales Director at **Kreii FerIBé**

✎ **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**

Conducting the act:



✎ **Paula Morales**. Director of Fairs at **FYCMA**

✎ **Juan Francisco Delgado**. Vice-president of **INTEC**










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-   **Carmen Crespo.** Regional Minister of Agriculture, Livestock, Fisheries and Sustainable Development of the **Andalusian Regional Government**
-   **Luis Planas.** Minister of Agriculture, Fisheries and Food of the **Government of Spain**
-   **Dubravka Šuica.** Vice President of the **European Commission** for Democracy and Demography

Keynote speech:





-   **Paolo de Castro.** Member of the Committee on Agriculture of the **European Parliament**
-   **Maciej Golubiewski.** Head of Cabinet of the Commissioner for Agriculture of the **European Commission**
-  **Natacha Rivas.** Fourth Vice-president of the **Provincial Council of Malaga**, and deputy of the Area of Citizenship and Attention to the Depopulation of the Territory
-  **Vicente Pérez García de Prado.** General Secretary of Agriculture, Livestock and Food. Department of Agriculture, Livestock, Fisheries and Sustainable Development of the **Andalusian Regional Government**
-  **Francisco de la Torre.** Mayor of **Malaga**

**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.



-  **Key speech: José María Castilla.** Director of the office Agrarian-Young Farmers Association (ASAJA) Brussels






Moderator: **Benjamin Fauli.** Technical Manager Life Vida for Citrus Agrarian-Young Farmers Association (ASAJA)

-   **José María Castilla.** Director of the office Agrarian-Young Farmers Association (ASAJA) Brussels
-  **Jeronimo Cejudo.** Dean of Official Association of Agricultural Engineers of Andalusia (COIAA)
-  **Armando Martínez.** Coordinator of Agriculture, Livestock and Food. General Secretary of Agriculture, Livestock and Food. Department of Agriculture, Livestock, Fisheries and Sustainable Development. **Andalusian Regional Government**



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 Centre (**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.



Key speech: **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 J 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 Andalusia**

Round table: **Accelerating the digitisation of the agri-food sector: Adoption of standards and the role of Digital Innovation Hubs.**

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



- 🔗 **María Jesús Serra.** Head of Technical Section of the Digitalisation area of the Sub directorate general for innovation and Digitalisation. 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. General Directorate of Industries, Innovation and Agri-Food Chain. Department of Agriculture, Livestock, Fisheries and Sustainable Development. **Andalusian Regional Government**

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

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

Moderate: **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 Group**
  - 🔗 **Pedro Ruiz.** President of **Cooperativa La Palma**
  - 🔗 **Enrique Colilles.** Director General of **Trops**
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## SMART AGRIFOOD FORUM

STAGE 1

**Thursday 30 September 2021**



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



Consejería de Agricultura,  
Ganadería, Pesca y  
Desarrollo Sostenible

Agencia de Gestión Agraria  
y Pesquera de Andalucía



**UNIÓN EUROPEA**  
Fondo Europeo de Desarrollo Regional

Keynote: **Vanessa Bernad**. Technical Coordinator of the Project. Agricultural and Fisheries Management Agency of Andalusia (**AGAPA**). **Andalusian Ministry of Agriculture, Livestock, Fisheries and Sustainable Development**

Moderate: **José Carlos Álvarez**. Director Manager of the Agricultural and Fisheries Management Agency of Andalusia (**AGAPA**) **Andalusian Ministry of Agriculture, Livestock, Fisheries and Sustainable Development**

- **Juan Miguel González**. CTO de **LifeWatch**
- **Teresa Carrillo**. R&D Coordinator of **BALAM Agriculture**
- **Tomas Fernandez de Sevilla**. Sales Manager at **AIRBUS**
- **Javier Carrasco**. Head of Almonds at **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**



## SMART AGRIFOOD FORUM

STAGE 2

**Thursday 30 September 2021**



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**

## SMART AGRIFOOD FORUM

FORUM

**Friday 1 October 2021**



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**

**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**



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Moderate: **Manuel Hidalgo**. Andalusia Area Director de **SGS Productivity by Leansis**

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

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**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**
- ▣ **Gil Gidron**. Chairman de **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**




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**14:00 – 14:45 h. Closing Ceremony**

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## SMART AGRIFOOD FORUM

### STAGE 1

## Friday 1 October 2021




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**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**)

- ▣ **María del Pilar Garrido**. Technical Advisor. Agricultural and Fisheries Management Agency of Andalusia (**AGAPA**). **Andalusian Ministry of Agriculture, Livestock, Fisheries and Sustainable Development**
  - ▣ **Encarnación Martínez**. Technical Advisor. Agricultural and Fisheries Management Agency of Andalusia (**AGAPA**). **Andalusian Ministry of Agriculture, Livestock, Fisheries and Sustainable Development**
  - ▣ **Jesús Gil**. Director of the project Innolivar of the University of Córdoba (**UCO**)
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