

## RURAL DEPOPULATION FORUM


STAGE 1




### Thursday 30 September 2021

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

Moderate: **Cristina Romero**. Chief Executive Officer at **UNIVEN CAPITAL**

 **María del Mar Delgado**. Principal researcher at the University of Cordoba (**UCO**) of DESIRA project



 **Fernando García Prieto**. Head of Rural Development Programs Service. General Directorate of Industries, Innovation and Agri-Food Chain. Department of Agriculture, Livestock, Fisheries and Sustainable Development. **Andalusian Regional Government**



 **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. **Women roles 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**





 **Nazaret Mateos**. CEO of **Entre Setas**

 **Benjamín Lana**. President of **Vocento Gastronomía** and organizer of the **I Congress Féminas de Gastronomía, Mujeres y Medio Rural**

 **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**). Department of Agriculture, Livestock, Fisheries and Sustainable Development. **Andalusian Regional Government**

 **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**. 4<sup>th</sup> Vice President and Deputy Delegate for Social Innovation and Depopulation of the **Provincial Council of Malaga**



Smart  
Agrifood  
Summit

Málaga  
30 sep-1 oct  
2021

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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 Association.** 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

- 🔗 **Cristóbal González.** President of **Extiercol**

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14:00 – 15:30 h.

WORKING LUNCH

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

Moderate: **Miguel Ángel Molinero.** Director partner of **Rurapolis**

- 🔗 **Antonio Galán.** Director Employment and Enterprise Area **Provincial Council Jaen**
- 🔗 **José Morales Cobo.** Manager of **Eprinsa. Córdoba Distrito Smart**
- 🔗 **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 **European Commission**

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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**



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- ▣ **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**

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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?



Funded by the  
European Union

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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