



## OLIVE OIL INNOVATION FORUM




STAGE 2



Friday 1 October 2021

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### 09:00 h. Opening Olive Oil Innovation Forum

-  **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**)
-  **Consolación Vera Sánchez.** Directora General de Ayudas Directas y Mercados **Andalusian Regional Government**



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09:30 – 09:55 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**)

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







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

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

Moderate: **Victor Montoro.** Deputy Delegate of European Programs and Electronic Administration in the **Provincial Council of Cordoba**

-  **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 (**OLIPE**)
-  **Rafael Bascón.** CEO of **AUTOMATISMOS ITEA**

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

Moderate and participate: **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**). Department of Agriculture, Livestock,





Fisheries and Sustainable Development. **Andalusian Regional Government** 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**
- 🌀 **Eduarne Rubio.** Export Manager at **Aceites Oro Bailén** - Oleotourism Experiences
- 🌀 **Luis Serrano.** Managing Director **Olimaker**

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



Moderate: **José María Bergillo.** Provincial Secretary General of the Delegation of Agriculture, Livestock, Fisheries and Rural Development in Malaga

- 🌀 **Fran Gálvez.** CMO en **BALAM Agriculture**
  - 🌀 **Antonio Luque.** President of **DCOOP**
  - 🌀 **Francisco Vañó.** General Director of **Grupo Castillo de Canena**
  - 🌀 **Juan Antonio Parrilla.** Manager of **Picualia**
  - 🌀 **José Antonio Adame.** Technical Advisor in Andalucía Agrotech. General Directorate of Industries, Innovation and Agri-Food Chain. **Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of Andalusian Regional Government**
  - 🌀 **Juan Ignacio Zafra Becerra.** Territorial Director of Eastern Andalusia at **CaixaBank**
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