

## STARTUP EUROPE SMART AGRIFOOD FORUM

19<sup>th</sup> June 2019

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19:15h. **OPENING CONFERENCES**

- 19:15h. **PROGRESS IN AUTONOMOUS VEHICLES IN AGRICULTURE**
    - **Thomas Engel.** Manager Technology Innovation Strategy. **John Deere**
  
  - 19:30h.
    - **John Hartnett.** CEO and Founder. **SVG Ventures & Thrive Ag Tech**
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19:45h. **OPENING CEREMONY**

- **Luis Planas.** Deputy Minister for Agriculture, Fisheries and Food. **Spanish Government**
  - **Carmen Crespo.** Minister for Agriculture, Livestock, Fisheries and Sustainable Development. **Regional Government of Andalusian**
  - **Malaga City Council**
  - **Cristina Garmendia.** President. **Club Malaga Valley** and **Foundation COTEC**
  - **Mihail Dumitru.** Deputy Director General of Agriculture and Rural Development. **European Commission**
  - **Mariya Gabriel.** European Commissioner for Digital Economy and Society. **European Commission** (by video conference)
  - **European Foundation for the Innovation and Application of Technology - INTEC**
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20<sup>th</sup> June 2019

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08:30h. **ACREDITATION**

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

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

## STARTUP EUROPE SMART AGRIFOOD FORUM

09:20h.

### BLOCKCHAIN

Round Table

Moderate:

**BLOCKCHAIN**

- **Miguel Ángel Molinero**. Partner Director. **Rurápolis** & Secretary General. **INTEC**

Speakers:

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

10:20h.

Conference

**FUTURE**

### TRANSFORMING THE FOOD SYSTEM TOGETHER

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

10:40h.

Round Table

**INNOVATION  
FOR CHANGE**

### INNOVATION AS A KEY FACTOR FOR THE COMPETITIVENESS AND SUSTAINABILITY OF A MORE GLOBAL AGRIFOOD SECTOR

Moderate:

- **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**)
- **José Luis Muñoz**. Director. **EIT Climate-KIC Spain** & Coordinator. **EIT Cross-KIC Spain**
- **Manuel Pérez**. Co-founder. **Agrosap** & Director **Master Digital Agriculture and Agrifood Innovation** University of Seville (**ETSIAM**)
- **Julio Carreras**. General Manager. **IIAP-UP** (University Institute of Food Engineering for Development - Polytechnic University of Valencia)
- **Marcela Navarro**. CEO & Co-Founder. **Project X**



11:40h.

Conference  
ORACLE

**DIGITAL  
TRANSFORMATION**

### INVESTING IN IT AS A STRATEGY FOR GROWTH IN THE AGRIFOOD BUSINESS

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

## STARTUP EUROPE SMART AGRIFOOD FORUM

### 12:10h. FUTURE OF FOOD: IMPACT ON THE VALUE CHAIN

Conference

#### FUTURE

- **Shay Eliaz.** Innovation leader and responsible global of “Future of Food”.  
**Deloitte Consulting LLC**

### 12:35h.

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

- Representative. **Regional Government of Andalusian**

### 13:00h.

#### EUROPEAN OPPORTUNITIES FOR SMART AGRIFOOD INNOVATION

Conference

#### OPPORTUNITIES

Introduce:

- **Clara Aguilera.** Deputy. Vice President Committee on Agriculture and Rural Development. **European Commission**

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.

Conference

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

#### ➤ 14:45h.

Round Table

#### BIG DATA

Moderate:

- Representative. **Regional Government of Andalusian**

Speakers:

- **Carlos Piñeiro.** Director. **PigCHAMP** Pro-Europa
- **Koos van der Meij.** Business Developer Big Data & ICT Agrifood. **Wageningen University**
- **Iván Nieto.** International Development Director. National Center of Technology and Food Safety (**CNTA**)
- **Andreu Salvadó.** CEO. **Aritmos**
- **Daniel Martínez.** CEO. **Cefetra** Digital Services

## STARTUP EUROPE SMART AGRIFOOD FORUM

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

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

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

Round Table **INVESTORS**

Moderate:

- **Cristina Romero.** CEO. **Univen Capital**

Speakers:

- **Laura González.** CEO and Founder. **TheVentureCity** (Miami)
- **Javier Martínez de Irujo.** Principal. **Axon** Partners Group (Madrid)
- **Tom Wehmeier.** Partner and Head of Research. **Atomico** (London)
- **Simon Maas.** CMO. **Agrifood Capital** (Holland)
- **Mark Durno.** AgriFood program director. **RockStart** (Holland)
- **Isaac Chocron.** Business Development Director. **OurCrowd** Tel Aviv (Israel)
- **John Hartnett.** CEO and Founder. **SVG Ventures & Thrive Ag Tech** (Silicon Valley)

**17:00h.** **OPPORTUNITIES FOR STARTUPS IN THE AGRI FOOD SECTOR**

Round Table **STARTUPS**

Moderate:

- **Juan Francisco Delgado.** Vice president. **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 the Development of Industrial Technology (**CDTI**)
- **Luis Mira.** Professor. University of Lisbon & Partner. Consulai

**18:00h.** **THE FUTURE FOOD**

Round Table **FUTURE**

Speakers:

- **Muhammad Escudero.** Halal Certification Manager. **Halal Institute** of Spain
- **Matthieu Vermersch.** CEO and Founder. **New Protein Capital** (Singapore)
- **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**

## STARTUP EUROPE SMART AGRIFOOD FORUM

21<sup>th</sup> June 2019

08:30 ACREDITATION

09:00h. ENTREPRENEURIAL ECOSYSTEM IN RURAL AREAS



- Moderate:
- **Isabel Bombal.** Director General of Rural Development, Innovation and Forest Policy. **Spanish Government**
- Speakers:
- **Arturo Villar.** Founder & Coordinator. **StartupCity Europe Partnership (SCEP)**
  - **René De Jong.** Business Angel. **Equiteq**
  - **Francisco Martín.** President. **Territorio Emprendimiento**
  - **Andrés Montero.** Profesor Asociado. **University Carlos III of Madrid**

10:00h. THE DIGITISATION OF THE AGRIFOOD SECTOR: THE BEGINNING OF A NEW REVOLUTION

Round Table

**DIGITALIZATION** • **Cecilia Gañán.** Regional Government of Andalusian

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

Conference

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

11:00 h. STARTUP FESTIVAL: LEADING THE ECOSYSTEM IN EUROPE

- Moderate:
- **Antonio Fernandez.** CIO. **FullStep** & Vicepresident **INTEC**
- Speakers:
- **Marcus Dantus.** CEO. **Startup Mexico**
  - **Emilio Corchado.** CEO and Founder. **Startup Olé** (Salamanca)
  - **Juan Manuel Revuelta.** General Manager. **Finnova** (Brussels)
  - **John Hartnett.** CEO and Founder. **SVG Ventures & Thrive Ag Tech** (Silicon Valley)
  - **José Luis Muñoz.** Director. **EIT Climate-KIC Spain** & Coordinator. **EIT Cross-KIC Spain**

The Launch of a Challenge for Startups according to the leaders

## STARTUP EUROPE SMART AGRIFOOD FORUM

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### 12:00h. 2030: THE IDEAS & CHALLENGES FOR AGRIFOOD

Conference

**FUTURE**

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

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### 12:30h.

Conference

**STARTUPS**

#### SMART FARMS, SMART FOOD

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

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### 13:00h.

Round Table

**WOMAN**

#### WOMEN AND TECHNOLOGY IN THE AGRIFOOD INDUSTRY

Moderate:

- **Rosa Siles.** General Director. **Andalucía Emprende**

Speakers:

- **Cristina Ramírez.** General Director. **VITARTIS**
- **Dolores Fernández.** Researcher Ramón y Cajal. Microbiology Department, University of Málaga (**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.** Directora Académica del Máster en Ingeniería y Gestión de la Cadena Agroalimentaria. **ETSIAM**

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### 14:00h.

#### AWARDS CEREMONY FOR STARTUPS & CLOSING CEREMONY

- Representative. **Spanish Government**
- Representative. **Regional Government of Andalusian**