





-  **Carmen Crespo**. Minister of Agriculture, Livestock, Fisheries and Sustainable Development of the **Regional Government of Andalusia**
-  **Luis Planas**. Minister of Agriculture, Fisheries and Food of the **Government of Spain**
-  **Manuel Campo Vidal**. President of the European Foundation for Innovation **INTEC**
-  **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 **Regional Government of Andalusia**
-  **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.



Keyspeech: **José María Castilla**. Director of the office **ASAJA Brussels**

Moderator: **Benjamin Fauli**. Technical Manager Life Vida for Citrus **ASAJA**

-  **José María Castilla**. Director of the office **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. **Regional Government of Andalusia**

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



SMART AGRIFOOD FORUM

FORUM

Thursday 30 September 2021

From 08:30 h. Main Hall **Accreditations**



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



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



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

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

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

■ **Ignacio López García-Asensio**. Director of Regulatory Affairs and International Relations, Asociación Agraria-Jóvenes Agricultores (**ASAJA**)

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

■ **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 event:

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

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



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09:00 - 09:45 h. Challenges of the Agrifood Sector in the different countries of the world
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Moderate: **Clara Aguilera**. Europarliamentarian and member of the Agriculture Committee of the **European Parliament**



- **Fernando Miranda**. Secretary General of the **Ministry of Agriculture, Fisheries and Food**
- **John Hartnett**. CEO of **SVG Ventures**
- **Ignacio López García-Asensio**. Director of Regulatory Affairs and International Relations, **Asociación Agraria-Jóvenes Agricultores (ASAJA)**

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Moderate: **Rosa Gallardo**. Director of the Higher Technical School of Agricultural and Forestry Engineering (**ETSIAM**) of the University of Córdoba (**UCO**)

- **Barney Debnam**. Director of Agribusiness Industry Solutions **Microsoft**
- **Manuel Melgarejo**. President of Business Association for Plant Protection (**Aepla**) and Country Leader Iberia at **Corteva Agriscience**
- **Javier Garat**. General secretary of Spanish Fisheries Confederation **Cepesca**

11:00 - 12:00 h. OPENING CEREMONY of AGRIFOOD

AUDITORIUM 1

Keynote Speech: **Paolo de Castro**, member of the **European Parliament's Agriculture Committee**



- **Dubravka Šuica**. Vice-President of the **European Commission for Democracy and Demography**
- **Maciej Golubiewski**. Head of Cabinet of Commissioner of **Agriculture European Commission**
- **Manuel Campo Vidal**. President of European Foundation for Innovation (**INTEC**)

