

STARTUP EUROPE SMART AGRIFOOD FORUM

19th June 2019

19:00h. OPENING CONFERENCES

➤ 19:00h.

- **Thomas Engel.** Manager Technology Innovation Strategy. **John Deere**

➤ 19:15h.

- **John Hartnett.** President. **SVG Ventures**

19:30h. OPENING CEREMONY

- **European Commission**
- **Foundation Cotec**
- **Regional Government of Andalusian**
- **European Foundation for the Innovation and Application of Technology – INTEC**
- **Malaga City Council**
- **Spanish Government**

20th June 2019

08:30h. ACREDITATION

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

Conference

BLOCKCHAIN

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

09:20h. BLOCKCHAIN

Round Table

BLOCKCHAIN

- **Israel Serrano.** Blockchain Lead. **IBM Food Trust**
- **José Antonio Santana.** Director of Digital Transformation & Business Solutions IT Back Office. **CARREFOUR**
- **Sergio González.** Technical Secretary. DOP **Guijuelo**
- **Fran Gálvez.** CEO. **Galpagro**

10:20h.

Conference

FUTURE

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

STARTUP EUROPE SMART AGRIFOOD FORUM

10:40h.

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



Round Table
**INNOVATION
FOR CHANGE**

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**
- **Maite Muruzábal.** Director. **Foundation AN**
- **Manuel Pérez.** Co-founder. **Agrosap** & Director **Master Digital Agriculture and Agrifood Innovation** University of Seville (**ETSIA**)
- **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.

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

Conference

**DIGITAL
TRANSFORMATION**

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

12:10h.

CONFERENCE DELOITTE

- **Shay Eliaz.** Principal. **Deloitte Consulting LLC**

12:35h.

CONFERENCE JUNTA DE ANDALUCÍA

13:00h.

INTRODUCTION

Conferences

OPPORTUNITIES

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

EUROPEAN OPPORTUNITIES FOR SMART AGRIFOOD INNOVATION

- **Mihail Dumitru.** Deputy Director-General. DG Agriculture and Rural Development. **European Commission**

13:30 – 14:30

NETWORKING LUNCH

STARTUP EUROPE SMART AGRIFOOD FORUM

14:30h. IOT, BIG DATA AND ARTIFICIAL INTELLIGENCE

➤ 14:30h.

Conference • Representative. **Tekniker**

➤ 14:45h.

Round Table • **Carlos Piñeiro**. Director. **PigCHAMP** Pro-Europa

BIG DATA

- Representative. **Wageningen University**
- **Iván Nieto**. International Development Director. National Center of Technology and Food Safety (**CNTA**)
- **Andreu Salvadó**. CEO. **Aritmos**

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 Estéfani**. 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** (Nederland)
- **Rune Theil**. CEO. **RockStart** (Denmark)
- **Isaac Chocron**. Director **Iberia**. Tel Aviv (Israel)
- **John Hartnett**. President. **SVG Ventures** (Silicon Valley)

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

Round Table

STARTUPS

Moderate:

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

Speakers:

- **Robert Aran**. Manager for Europe. **Nestle** Health Science. Regional Digital Marketing
- **Jose A. Rísquez**. Livestock. Manager 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**)

STARTUP EUROPE SMART AGRIFOOD FORUM

18:00h.

THE FUTURE FOOD

Round Table

FUTURE

- **Marc Coloma.** CEO y Founder. **Food for Tomorrow**
- **Muhammad Escudero.** Halal certification Manager. **Halal Institute** of Spain
- **Sacha Michaud.** Co-Founder. **Glovo** (Barcelona)
- **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**)

21th June 2019

08:30

ACREDITATION

09:00h.

MINISTRY OF AGRICULTURE, FISHERIES AND FOOD



Round Table

10:00h.

CONFERENCE JUNTA DE ANDALUCÍA

10:30

STARTUP FESTIVAL: LEADING THE ECOSYSTEM IN EUROPE

➤ 10:30h.

Conference

STARTUPS

- **Isidro Laso.** Head Office Startup DG Connect. **European Commission**

➤ 11:00h.

Round Table

STARTUPS

- **Marcus Dantus.** CEO. **Startup Mexico**
- **Emilio Corchado.** CEO and Founder. **Startup Olé** (Salamanca)
- **Juan Manuel Revuelta.** General Manager. **Finnova** (Brussels)
- **John Hartnett.** President and Founder. **SVG Partners & Thrive Platform** (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

12:00h.

2030: THE IDEAS & CHALLENGES FOR AGRIFOOD

Conference

FUTURE

- Representative Alltech

STARTUP EUROPE SMART AGRIFOOD FORUM

12:30h.

SMART FARMS, SMART FOOD

Conference

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

STARTUPS

13:00h.

WOMEN AND TECHNOLOGY IN THE AGRIFOOD INDUSTRY

Round Table

WOMAN

Moderate:

- **Marta Raspall.** CEO. **EUMEDIA**

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)
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14:00h.

AWARDS CEREMONY FOR STARTUPS

14:30h.

CLOSING CEREMONY