

STARTUP EUROPE SMART AGRIFOOD FORUM

20th June 2019

08:30 ACREDITATION

09:00 – 09:20 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)

09:20 – 10:20 BLOCKCHAIN

Round Table
BLOCKCHAIN

- **Israel Serrano**. Blockchain Lead. **IBM Food Trust**
- Representative. **CARREFOUR**
- **Sergio González**. Technical Secretary. DOP **Guijuelo**
- **Fran Gálvez**. CEO. **Galpagro**

10:20 – 10:40 THE VISION OF THE SECTOR THROUGHOUT EUROPE AND ITS RELATIONSHIP WITH THE EVOLUTION OF OTHER AREAS SUCH AS THE UNITED STATES AND ASIA

Conference
FUTURE

- **Andy Zynga**. CEO. European Institute of Innovation and Technology (EIT) Food European Union

10:40 – 11:40 INNOVATION AS A KEY FACTOR FOR THE COMPETITIVENESS AND SUSTAINABILITY OF A MORE GLOBAL AGRIFOOD SECTOR

Round Table
**INNOVATION
FOR CHANGE**

Moderate:

- Representative. **EIT Climate-KIC Smart Land Use** (tbc)

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**
- **Begoña Pérez-Villareal**. Director. **EIT Food CLC South**
- **Maite Muruzábal**. Director. **Fundación AN**
- **Manuel Pérez**. Co-founder. **Agrosap** & Director **Master's Degree in Digital Agriculture and Agrifood Innovation** of the University of Seville (ETSIA)
- **Marcela Navarro**. CEO & Co-Founder. **Project X**
- **Julio Carreras**. Manager. University Institute of Food Engineering for Development (IIAD) Polytechnic University of Valencia (UPV)



11:40 – 12:10 CONFERENCE

- Representative. **ORACLE**

STARTUP EUROPE SMART AGRIFOOD FORUM

12:10 – 13:00

OPENING CEREMONY

- **Mihail Dumitru**. Deputy Director-General. DG Agriculture and Rural Development. **European Commission**
- **Mariya Gabriel**, European Commissioner for Digital Economy and Society. **European Commission**
- Minister of Agriculture, Fisheries and food. **Spanish Government**
- **Carmen Crespo**. Minister of Agriculture, Fisheries and food. **Regional Government of Andalusia**
- **Manuel Campo Vidal**. President of European Foundation of Innovation. **INTEC**
- Mayor of **Malaga**

13:00 – 13:30

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

14:30 – 15:30

IOT, BIG DATA AND ARTIFICIAL INTELLIGENCE

➤ 14:30 – 14:45

Conference

- Representative. **Tekniker**

➤ 14:45 – 15:30

Round Table

BIG DATA

- **Carlos Piñeiro**. Director. **PigCHAMP** Pro-Europa
- Representative. **Wageningen University**
- **Iván Nieto**. International Development Director. Nacional Center of Technology and Food Safety (**CNTA**)

15:30 – 16:00

IOT, BIG DATA AND ARTIFICIAL INTELLIGENCE

Conference

BIG DATA

- **Christian Bengtson**. Head of Agriculture – EMEA. **The Weather Company** Finance and Operations, **CFO**, **IBM**

STARTUP EUROPE SMART AGRIFOOD FORUM

16:00 – 17:00

INVESTORS TIME

Round Table

INVESTORS

- **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** (Nederland)
- **Isaac Chocron**. Director **Iberia**. Tel Aviv (Israel)
- **John Hartnett**. President. **SVG Ventures** (Silicon Valley)

17:00 – 18:00

OPPORTUNITIES FOR STARTUPS IN THE AGRI FOOD SECTOR

Round Table

STARTUPS

- **Robert Aran**. Manager for Europe. **Nestle** Health Science. Regional Digital Marketing
- **Jose A. Rísquez**. Livestock. Manager of Innovation. **COVAP**
- **Shay Eliaz**. Principal. **Deloitte** Consulting LLC
- **Adrián Ferrero**. Co-Founder and CEO. **Biome Makers**
- **Álvaro del Portillo**. 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)

18:00 – 18:30

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

09:00 - 10:00

MINISTRY OF AGRICULTURE, FISHERIES AND FOOD

Round Table



STARTUP EUROPE SMART AGRIFOOD FORUM

10:00 – 10:30

INNOVATION COOKING

Conference

- **Angel León.** “Chef of the Sea”. **Aponiente Restaurant** (three Michelin Stars)
- **Kisko García.** Chef. **Choco Restaurant** (One Michelin Stars)

**INNOVATION
COOKING**

10:30 – 12:00

STARTUP FESTIVAL: LEADING THE ECOSYSTEM IN EUROPE

➤ **10:30 – 11:00**

Conference

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

STARTUPS

➤ **11:00 – 12:00**

Round Table

- **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**

STARTUPS

The Launch of a Challenge for Startups according to the leaders

12:00 – 12:30

2030: THE IDEAS & CHALLENGES FOR AGRIFOOD

Conference

- **Mark Lyons.** President and CEO. **Alltech** (USA)

FUTURE

12:30 – 13:00

SMART FARMS, SMART FOOD

Conference

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

STARTUPS

13:00 – 14:00

WOMAN AND AGRIFOOD

Round Table

WOMAN

14:00 – 14:30

AWARDS CEREMONY FOR STARTUPS

14:30

CLOSING CEREMONY