

Organized by:



Agenda

Location: RTVE Set





Wednesday | **MARCH 22**

Location: **RTVE Set**

10:00 - 10:40

Consumer trends and packaging systems

- Ecoembes*
- Tretapack*
- Ecovidrio*
- FIAB*

10:40 - 11:15

The future of the new generations in the food industry

- Max Trejo - Secretary General of the International Youth Organization for Ibero-America
- Pere Navarro, Responsable de la xarxa de bancs de terres i relleu agrari
- Helena Perxacs, CEO Consorci del Parc Agrari del Baix Llobregat*
- Moderator *

11:15 - 12:15

Financing mechanisms for agri-food businesses

- José Carlos García de Quevedo - President of ICO
- Raúl Martín - CEO KM ZERO and Martínez Family
- Juan Francisco Delgado - Executive VP of the European Foundation of Innovation (INTEC)/ Smart Agrifood Summit leader
- Nora Alonso - Partner in Sawnlaab Inversion
- Miguel Ángel López Mateo - Partner at Garrigues, co-head of the Agribusiness Area *
- Moderador- *

12:15 - 12:30

Project Presentation

- Carmen Urbano - G Agrifood Promotion and Innovation, Ministry of Agriculture. Government of Aragon. COCINA LAB Project

12:30 - 13:00

Best Practices: Balance between tradition & future

- Rosabel Hernández Elvira - Xarxa de Productes de la Terra (XPT) Project. Area of Economic Development, Tourism & Commerce
- Provincial Council of Jaén *
- Spanish Association of Designations of Origin - Origen España *
- & Commerce
- Provincial Council of Jaén *



Thursday | **MARCH 23**

Location: **RTVE Set**

16:00 - 17:00

Startups: the role of technology and innovation as a catalyst for the food industry

- Mercedes Iborra - CEO VisualNacert
- Mila Valcárcel - Eatable Adventures
- Eliana Bejarano - Sumasacha Cluster*
- Raquel Lucía Pérez - Chief Executive Officer Science and Technology Park of Tenerife
- KIMITEC
- Moderator: Joaquín Serra

17:00 - 17:15

Sustainable Agricultural Production (SAP)

- Elisenda Guillaumes - Agriculture and Livestock DG

17:15 - 17:40

A cooperation and partnership project: Aladina Foundation