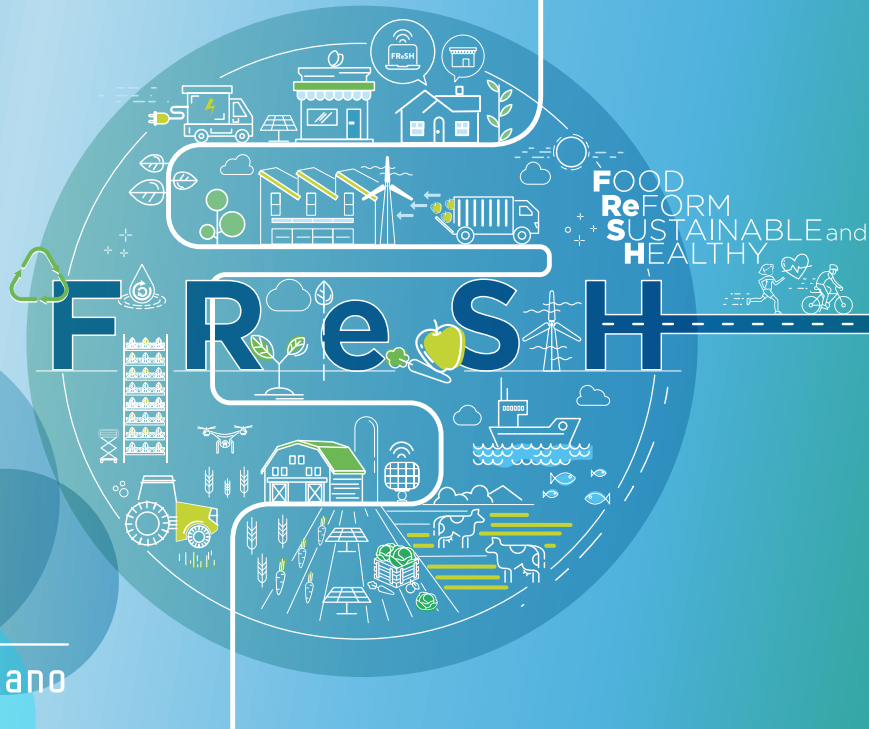


FRESH: The 4.0 food economy

May, 9 2018

Seeds&Chips - MiCo Congressi - Milano



MODERATOR: Marc Buckley

REGISTRATION 13.45-14:00

WELCOME SPEECH

14:00-14:10



Jörg Buck Executive Director,
German - Italian Chamber of Commerce (AHK Italien)

GERMAN, ITALIAN AND GLOBAL GREAT PROJECTS ON FOOD

14:10-14:40 **DESIRABLE FUTURE IN FRESH FOOD ECONOMY**



Marc Buckley UN SDG Advocate; Global Food Reformist;
Austrian & German Country Manager for Climate Reality Project by Al Gore,
ANJA GMBH and ALOHAS Eco-Center

14:40-15:00 **FUTURE FOOD FOR CLIMATE CHANGE**



Claudia Laricchia Head of Institutional Relations and Global Strategic Partnerships;
Climate Leader Italy of Climate Reality Project by Al Gore,
Future Food Institute

15:00-15:20 **TRENDS AND CHALLENGES FOR FOOD, AGRICULTURE AND NUTRITION: PERSPECTIVES FROM THE WORK OF FAO**



Guenter Hemrich Deputy Director ad interim Nutrition and Food Systems Division,
FAO

THE BEAUTY OF IMPACT FOCUS ON FOOD

15:20-15:40 **FOOD CHALLENGES - ABOUT THE DISRUPTIVE POWER OF STARTUP PIONEERS**



Thimo V. Schmitt-Lord Executive Director,
Bayer Cares Foundation

360° SUSTAINABLE IS BETTER!

15:40-16:00 **LOOKING FORWARD TO A PRODUCTIVE URBAN LANDSCAPE**



Andreas Kipar CEO & Founder,
LAND

16:00-16:10 **SUSTAINABILITY IN WINE BUSINESS: WHAT'S UP?**



Stefano Maneri Founder,
Sustainable Solutions Consulting

16:10-16:25 **WE BASED DECISION SUPPORT FOR SUSTAINABLE CROP MANAGEMENT: VITE.NET CASE STUDY**



Sara Elisabetta Legler Project Leader R&D,
Horta Srl - Spin-off Università Cattolica del Sacro Cuore di Piacenza

16:25-16:40 **NEW APPROACH TO INNOVATE TRANSFER: RESUVAE FARM AS AN EXAMPLE OF PERMANENT PLATFORM FOR SUSTAINABLE MANAGEMENT OF VITICULTURAL ECOSYSTEM**



Irene Rossi Event Manager,
Res Uvae Soc. Agr. a R.L.

STARTUP FOCUS: GERMAN & ITALIAN EXAMPLES

16:40-17:00 **THE BERLIN STARTUP SCENE: DYNAMIC, INSPIRING AND INTERNATIONAL**



Andrea Licata & Thomas Andersen
CEO and Founder & Startup Advisor,
Talenteco

17:00-17:20 **TECHNOLOGICAL INNOVATION FOR THE DEFENCE AND PROMOTION OF ITALIAN WINE&FOOD HERITAGE**



Giuseppe Coletti CEO,
Authentico Srl

17:20-17:40 **DATA-DRIVEN FLAVOR NPD AS A DRIVER FOR SUCCESS**



Johan Langenbick CEO and Co-Founder,
Foodpairing

CLOSING

17:40-18:00 **HAPPY HOUR BY CANTINA DI VICOBARONE**