



09:15 **Reception and registration of assistants**

10:00 **Welcome to DatAgri 2018**

Drive the Event: Sandra Sutherland – Director and presenter of Agrosfera.

- ▷ Phil Hogan , European Commissioner for Agriculture and Rural Development.
- ▷ Luis Planas , Minister of Agriculture, Fisheries and food.
- ▷ Rodrigo Sánchez Haro, Councillor for agriculture, Fisheries and Rural development of the Junta de Andalucía.
- ▷ Isabel Ambrosio, Mayor of Córdoba.
- ▷ José Carlos Gómez Villamandos. Rector UCO
- ▷ Rosa Gallardo, Director. ETSIAM-UCO.
- ▷ Miguel Blanco, Secretary General. COAG.

10:45 **Key Note: Digitizing that transforms the world.**

- ▷ Olga San Jacinto, Geo Commerce & Business Director. Google Americas.

11:15 **Digital Transformation Experiences.**

Session Chair: Eugenia Rubio, editor-in-chief of “Agropopular” COPE radio.

- ▷ Paqui Ferrer, Farmer.
- ▷ Pedro Gomáriz, Farmer.
- ▷ Miguel Tubio, Production Manager, Martín Códax.
- ▷ Daniel Berganzo, Director of management control, Florette Agrícola.

12:15 **Digitization from the sky.**

Session Chair: Ángel Pérez, Chief Editor of Agricultural Area in Grupo Interempresas.

- ▷ Pedro Torres Moya, Marketing Director. Esri.
- ▷ Antonio Tabasco, Head of Remote Sensing Applications and Services Aerospace. GMV.
- ▷ Roberto Rodríguez Álvarez, General Assistant Director of direct aid. FEAGA.
- ▷ Valentí Marco Sanz, General Assistant Director of Direct aid Management and Control. Departament d’Agricultura. Generalitat de Catalunya.
- ▷ Pilar Garrido, Program and Reporting Advisor in agriculture Fisheries and Rural development Junta de Andalucía

13:30 **Key Note Digital Agri Transformation.**

- ▷ Vision from the producer-cooperative sector: Enrique de los Ríos, General Manager. UNICA Group.
- ▷ Vision from the public administration: Ricardo Domínguez, Vice of Agriculture, fisheries and Rural development of the Junta de Andalucía.
- ▷ Vision from the technology sector: Gonzalo Martín, Big Data Expert for the agri-food Sector.

14:00 **Networking Lunch**

15:45 **Robotics in the Agrifood chain.**

Session Chair: Jesús López Colmenarejo, Director Editorial Agrícola Group.

- ▷ Jesús Gil, Professor of agroforestry Engineering at ETSIAM-UCO. Innolivar.
- ▷ Juan Báñez, General manager, Cuna de Platero.
- ▷ Carlos Balaguer, General Manager IROS 2018. RoboticsLab UC3M.
- ▷ Manuel Cadenas, Head of the food and beverage industry of Siemens Spain.

16:45 **Digital Transformation Experiences.**

Session Chair: María Eugenia Vílchez, director of “Surco y Marea” of SER Andalucía radio.

- ▷ Ángel del Pino, Director of production and development. ANECOOP.
- ▷ Leandro Pérez, IT Manager. Frutasol (Chile).
- ▷ María Aparicio, Head of data management and Analysis Department. PigChamp.
- ▷ Javier Velasco, Manager of Siro Agro. Gripo Siro.

17:45 **DEBATE: Who has to lead the digital transformation in the sector? And who will lead the financing?**

Session Chair: César Marcos, Agro-food journalist (Red Rural Nacional, La Razón-Innovadores and Onda Agraria-Onda Cero).

- ▷ Ángel Villafranca, President of Cooperativas Agroalimentarias de España.
- ▷ Enrique Guillén, General Manager Spain and Portugal. John Deere Ibérica.
- ▷ Rocío Wojski Pérez, Assistant General Director for innovation and digitalization. D. G. Desarrollo Rural Ministry of Agriculture, Fisheries and food.
- ▷ Juan Marcelo Gaitán, Manager. Fiware Zone
- ▷ Francisco Morell, Director of Digital agronomy. Corteva.
- ▷ Roberto García Torrente, Director of agri-food innovation. Grupo Cooperativo Cajamar.

18:45 **Closing**

Eduardo Baamonde, President. Grupo Cooperativo Cajamar.



09:30 **Reception and registration of assistants**

10:00 **Opening**

Dña. Isabel Bombal. General Director of Rural Development and forestry policy, Ministry of Agriculture, Fisheries and food.

10:30 **Worktable: The operating groups as leverage for the digitization of the sector**

Demonstrations, exhibition and application of the latest technologies in the field

- ▷ John Deere
- ▷ Metos Iberia
- ▷ CBH Agro-Bosch
- ▷ Digitanimal
- ▷ Cajamar
- ▷ Corteva
- ▷ Proyectos Innolivar
- ▷ Terra Genetix
- ▷ Digitanimal
- ▷ James Hutton Institute

12:00 **Working day of the Digital Agenda for the agri-food sector and the rural environment (Invitation assistance)**

14:30 **Finger Food**

15:00 **Closing DatAgri 2018**