



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 Vilchez, 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, Deputy Director General of Innovation and Digitalization of the MAPA. Pilar Abiuso Abarca, agriculture of precision, FIWARE Zone Málaga and coordinator pilots of water efficiency in Latam for the collaboration project TEF + FAO in Telefónica I + D Chile.. Fiware Zone
- ▷ Francisco Morell, Director of Digital agronomy. Corteva Agriscience™, DowDuPont Agricultural Division.
- ▷ Roberto García Torrente, Director of agri-food innovation. Grupo Cooperativo Cajamar.

18:45 **Closing**

Eduardo Baamonde, President. Grupo Cooperativo Cajamar.



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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**

Session Chair: Andrés Montero Aparicio. Expert in Digital Transformation.

GO ROBODRONVI. Applications and use of robotics in vineyard management

GO PICA. Innovative Platform for the Care of bees

GO IoT RUR. Application of IoT and BIG DATA technologies to the digitization of the Spanish fruit and vegetable sector

GO Comprehensive Plan for the Eradication of Bitter Almonds in Spain

GO STOW 4.0. Sustainability Table Olive's World 4.0

GO AUTOMARRIEGO. Automatic management of irrigation and fertigation in horticultural crops

GO Intelligent Thermography Control

GO Innovation in the processing of useful data in the decision-making processes of agricultural cooperatives

GO Agroalimentación 4.0: Big Data for an intelligent, sustainable and competitive production

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

- ▷ John Deere
- ▷ Metos Iberia
- ▷ CBH Agro-Bosch
- ▷ Digitalimal
- ▷ Cajamar
- ▷ Corteva Agriscience, DowDuPont Agricultural Division.
- ▷ Innolivar Projects
- ▷ Terra Genetix
- ▷ 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**