Reception and registration of assistants

09:15

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.

10:00

Key Note: Digitizing that transforms the world.
- Olga San Jacinto, Geo Commerce & Business Director. Google Americas.

10:45

Digital Transformation Experiences.

Session Chair: Eugenia Rubio, editor-in-chief of “Agropopular” COPERadio.
- Paqui Ferrer, Farmer.
- Pedro Gomáriz, Farmer.
- Miguel Tubio, Production Manager, Martín Códx.
- Daniel Berganzo, Director of management control, Florette Agricola.

11:15

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. FEGA.
- Pilar Garrido, Program and Reporting Advisor in agriculture Fisheries and Rural development Junta de Andalucía

12:15

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.

13:30

Networking Lunch

14:00

Robotics in the Agrifood chain.

Session Chair: Jesús López Colmenarejo, Director Editorial Agrícola Group.
- Jesús Gil, Professor of agroforestry Engineering at ETSIAM-UCO. Inmolivar.
- Juan Bañez, 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.

15:45

Digital Transformation Experiences.

Session Chair: María Eugenia Vilchez, director of “Surco y Morea” of SER Andalucía radia.
- Ángel del Pino, Director of production and development. ANECOOP.
- Leandro Pérez, IT Manager. Frutosal (Chile).
- Maria Aparicio, Head of data management and Analysis Department. PigChamp.
- Javier Velasco, Manager of Siro Agro. Gripo Siro.

16:45

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 y 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 Abiuous Aracera, 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. CortevaAgriscience®. DowDuPontAgricultural Division.
- Roberto García Torrente, Director of agri-food innovation. Grupo Cooperativo Cajamar.

17:45

Closing
Eduardo Baamonde, President. Grupo Cooperativo Cajamar.

18:45

*This program may be subject to change
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 operation groups as leverage for the digitization of the sector


- 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

12:00 Demonstrations, exhibition and application of the latest technologies in the field

- John Deere
- Metosiberia
- CBH Agro-Bosch
- Digitanimal
- Cajamar
- Corteva Agriscience, DowDuPont
- Agricultural Division
- Innolivar Projects
- Terra Genetix
- James Hutton Institute

14:30 Finger Food

15:00 Closing DatAgri 2018

*Este programa puede estar sujetos a cambios