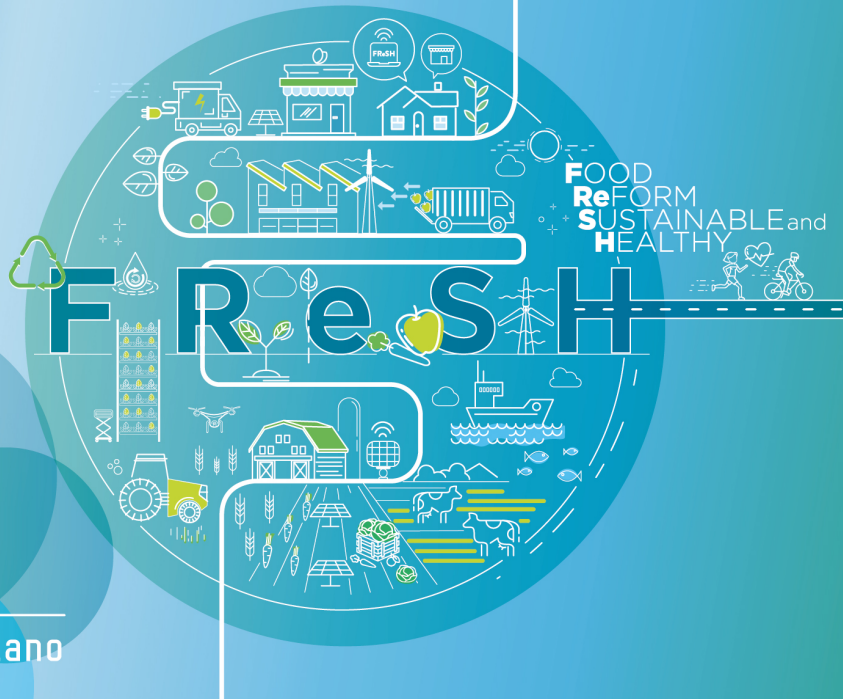


FReSH: The 4.0 food economy

May, 9 2018

Seeds&Chips - MiCo Congressi - Milano



MODERATOR: Marc Buckley

REGISTRATION 13.45-14:00

WELCOME SPEECH

14:00-14:10



Jörg Buck Consigliere Delegato, Camera di Commercio Italo-Germanica

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 AI 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 fo Climate Reality Project by AI 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**