



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732695



 **PHOTONICS²¹**

PHOTONICS PUBLIC PRIVATE PARTNERSHIP

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EUROPEAN PHOTONICS ROADSHOW SERIES FLORENCE



Preliminary Agenda

Wednesday, 16th May 2018, Florence

Villa Fabbricotti, Via Vittorio Emanuele II, Firenze

Museo Stibbert, Via Federico Stibbert, 26, Firenze

Free Attendance



EPRISE
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16 May

Agenda

9.00 - 9.30	Registration and welcome coffee
9.30 - 10.00	Introduction to the AgriTech event: <ul style="list-style-type: none"> • <u>Marco Remaschi</u>, Minister of Agriculture Dept Regione Toscana (Florence, Italy) • <u>Roberto Pini</u>, Director of the Institute of Applied Physics (Florence, Italy)
10.00 - 10.30	Introduction to the European Initiatives <ul style="list-style-type: none"> • <u>Cecilia Pinto</u>, Manager of EPRISE Project Pole Optitec (Marseille, France): <i>Introduction to the EPRISE Project and to the objectives of the event</i> • <u>XXX, Watify</u>: <i>Introduction to Watify</i> • <u>Marco Vieri</u>, University of Florence (Florence, Italy): <i>The S3 Platform on Precision Farming</i>
10.30 - 11.00	Pitches (5 min) about Regional and European support strategies and Project coordinators <ul style="list-style-type: none"> • <u>Elena Perla Simonetti</u>, Regione Toscana (Florence, Italy): <i>The success in Eranet projects</i> • <u>Guus Taminiou</u>, Photonics NL (Amsterdam, Netherlands): <i>Agri & Food: A High Tech sector in the Netherlands</i> • <u>TBC</u>, <i>Sparkle Project</i> • <u>Giovanni Agati</u>, CNR IFAC (Florence, Italy): <i>SUNNIVA ERA-NET SUSFOOD Project, "Non-destructive optical tools for the in situ detection of health-beneficial phytochemicals in vegetables"</i> • <u>Marco Antoni</u>, Copernico srl (Montalcino-SI, Italy): <i>Oenosmart Project</i> • <u>Gherardo Chirici</u>, University of Florence (Florence, Italy): <i>FreshLIFE Project "Demonstrating remote sensing integration in sustainable forest management"</i> • <u>Stefano Toffanin</u>, CNR ISMN (Bologna, Italy): <i>EU H2020 Project MOLOKO-Multiplex phOtonic sensor for pLasmonic-based Online detection of contaminants in milk</i>
11.00 - 11.30	Pitches (5 min) from Companies <ul style="list-style-type: none"> • <u>TBC</u>
11.30 - 13.00	Technical Experts Advice Session (plenary) <ul style="list-style-type: none"> • <u>Gerrit Polder</u>, Wageningen University & Research (Wageningen, Netherlands): <i>Photonics for sensing in Agro and Food</i> • <u>Roberto Cippitani</u>, Jean Monnet Centre of Excellence "Rights and Science"-University of Perugia (Perugia, Italy): <i>Ethical issues in research project concerning food and environmental</i> • <u>Mila Kletsky</u>, Picking Alpha (Brussel, Belgium): <i>AgriFood markets - current and future trends in investments in innovations</i> • <u>Erik Ham</u>, Dutch Optics Center (Delft, Netherlands): <i>Joint innovation for next generation optical instruments</i>

13.00 - 14.00	Light Lunch
14.00 - 16.00	Go-to-market session: Q&A with the experts <ul style="list-style-type: none"> • <u>Mila Kletsy</u>, Picking Alpha (Brussel, Belgium): <i>How to present a project to investors?</i> • <u>Valentina Colcelli</u>, CNR IFAC (Florence, Italy): <i>Access and Benefit-Sharing and utilization of Genetic Resources for Food and Agriculture</i> • <u>Viola Pifti</u>, Jean Monnet Centre of Excellence "Rights and Science"- University of Perugia (Perugia, Italy): <i>Intellectual Protection for Plant Varieties. Open innovation or industrial property rights?</i>
10.30 - 16.00	Bilateral meetings (parallel) Pre-arranged exploratory one-to-one meetings – based on a personalised agenda (20 min / meeting)
16.00 - 16.30	Brain Storming Walking towards Museo Stibbert (7 min walking distance) Discussion about Digitalization, Connectivity and High Technology in Agriculture in the Eyes, Touch, Arms, Mind, Memory, Experience and Identity Topics
17.00 - 19.00	Networking activities @ Museo Stibbert <ul style="list-style-type: none"> • Aperitivo • Museo Stibbert Guided Tour
19.00 – 21.00	Dinner buffet @ Museo Stibbert

Thursday, 17th May 2018

Regional Event “AgriTech in Tuscany” in Alberese.

For the European Roadshow attendees bus transfer for free from Florence to Alberese and back: Pitches for companies and b2b meetings on Precision Farming (Full Program coming soon).



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