Cooperativas Agro-alimentarias will hold a national convention in Murcia

CONVENCIÓN 2018
Retos y oportunidades del cooperativismo agroalimentario español
Murcia, 26 y 27 abril
cooperativas agro-alimentarias
España
-0,03 %
May
+5,12 %
Jun
+3,05 %
Jul
4500,52
#RetosCoops

Agro-alimentary Cooperatives of Spain is going to carry out a national convention of cooperatives next 26th and 27th of April in the auditorium Víctor Villegas of Murcia, which is expected to attend more than 400 representatives of cooperatives, from all sectors and of the entire geography of the country, together with leading experts of national and international scope.

The opening of the act, in which participates with a video greeting the European Commissioner of Agriculture Phil Hogan, will have the intervention of the President of the Region of Murcia, Fernando López Miras, and the Secretary General of Agriculture and Food of the Ministry of Agriculture and Pesca, Carlos Cabanas, who will later speak to the cooperative members about the future of the CAP and how the start of negotiations is proceeding.

The Convention aims to focus on the issues that currently matter most to Spanish cooperatives, such as the future of the EU and the Common Agricultural Policy, with an emphasis on the financial framework, economic and market perspectives and how they will affect our companies.

> Four workshops will be held in which prominent experts will analyze and discuss trends in production, industry, marketing and consumption, that is, in each of the links of the food chain.

The first Workshop, "Trends in agricultural production," will feature the intervention of José Luis Molina, president of Hispatec and responsible for Smart Agro AMETIC, which will talk about production 4.0 and the application of the IoT to agriculture. Next, a panel of experts will debate about this imminent reality that will revolutionize the productive systems.

The second Workshop, "Trends in the agri-food industry", will begin with the participation of the general director of FIAB, Mauricio García de Quevedo, who will speak about the challenges facing the agri-food industry, and will continue with a panel of experts They will explain the changes that are already taking place in industrial processes to achieve greater efficiency and sustainability.

The third workshop, "Trends in agrifood marketing", will feature David del Pino, director of Freshtrategy, as the keynote speaker, who will initiate the debate together with several people in charge of the cooperative field who will explain, at first hand, the latest developments that are being developed to achieve innovation in traditional business relationships and reach new and broader markets.

The second day of the Convention, on Friday 27, will begin with the last panel of experts that will focus on the analysis of "Agri-food consumption trends". Pedro José Domínguez, director of Sales and New Business at Nielsen Company; Ricard Cabedo, director of RREE Cadena Agroalimentaria de Mercadona; Emilio Gallego, general secretary of the FEHR; and Vicent Llopis, Creative Director and Partner of AGR Food Marketing.

The Convention has the sponsorship of Cajamar, CaixaBank, Syngenta, Repsol, Sigfito, FMC, Agropelayo, Basf, Baywa, AFCO, Certifood and Agroseguro and the collaboration of the Government of the Region of Murcia.

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