Register without fail to the 1st National Business Forum Agro 'Agroprofesional Women. For Equal Opportunities'

Do not miss the opportunity to join the First National Business Forum Agro 'Agroprofesional Women. For Equal Opportunities**, to be held next June 7th in Seville, organized by** SIETE Agromarketing **and e-Comercio Agrario (ECA). Its objective is to create a space for debate where women and men can give visibility to the work developed by women. In this way, more than 200 participants, among executives, professionals, and entrepreneurs of the entire agro-food chain, will share an intense day of conversations, experiences, motivations and aspirations, with the sole purpose of promoting a space for dialogue and networking, Talks, dynamic and innovative gatherings and interviews 'tu a tu'. Women's leadership as a tool for equal opportunities and representation in the agro-food sector, entrepreneurship and innovation will be the axes around which this meeting will take place.**

> Given the capacity limitation, it is imperative that those interested in attending this event confirm their attendance, indicating a DNI and sending an email to: eventos@sieteagromarketing.com, or by calling the following numbers: 687 47 59 41/656 39 48 75 .

The event will be moderated by the scriptwriter, producer and director of social cinema, Mabel Lozano, and the agro-alimentary journalist Cesar Marcos. The director of SIETE Agromarketing, Gissele Falcón, will be in charge of presenting the 1st Business Agro Forum, whose opening act will be carried out by two councilors of the Junta de Andalucía, Agriculture, Fishing and Rural Development, Carmen Ortiz, and the Equality and Social Policies, María José Sánchez Rubio.

The Forum will be divided into several blocks. In the first place will be the roundtable 'We are still few. We need more representation in the sector ', which will include, among others, the participation of MAPAMA's Assistant Director General for Modernization of Exploitation, Carolina Gutiérrez Ansotegui. The paper 'Women's leadership, equal opportunities tool' will be followed by Ana Bujaldón, president of the Spanish Federation of Executive, Professional, and Business Women (FEDEPE).
Subsequently, the round table 'Gender parity in the corporate environment, cooperatives, etc.' will be developed, followed by another round table, entitled 'Road to entrepreneurship and innovation. How to build a reality '.

The second part of the event will begin with the presentation 'Four ways of motivation', by the psychologist and journalist, Isabel Rojas. After her, the fourth and last round table, 'From our experience' will be held in which three women entrepreneurs in the agro-food sector will tell us about their experience. Once this debate is over, the short 'Escúchame' will be screened, after which the closing will be carried out, pending confirmation.

- **Where: Hall of Acts of the Ministry of Agriculture, Fisheries and Rural Development of the Government of Andalusia. C / Tabladilla s / n. 41071. Seville**
- **Location: Seville**
- **When: June 7th at 9:15 am (guests reception)**

You can get more information about this Forum by visiting the event's website: www.mujeragro.es, and in the hashtag #mujerAGRO

In this Forum colaborates, the Regional Ministry of Agriculture, Fisheries and Rural Development (CAPDER) of the Regional Government of Andalusia and the Andalusian Institute for Women, as well as the Caja Rural del Sur Foundation, Agro-food Cooperatives of Spain, FEPEX, "5 a day", the Regulatory Council of the Denomination of Origin Sierra Mágina, Integral Media, and the main professional agricultural organizations (UPA, COAG and ASAJA), together with their respective associations (FADEMUR, CERES and AMFAR). It has also received the Gold Sponsorship of BAYER and COVAP, and the Silver Sponsorship of AEFA, UNICA GROUP and CASER SEGUROS. In line with Siete Agromarketing's efforts to strengthen synergies with other companies in its sector, it is also worth mentioning the participation in this event of collaborating media such as Mujer Emprendedora, Mercados, Fruit Today and Interempresas Media.

About SIETE Agromarketing

SIETE Agromarketing is a communication and consulting agency specialized in the agro-food sector and with the vocation to build ties between Spain and the international market. He draws on an extensive knowledge and experience behind him, thanks to the team of professionals who integrate it, with a long filming in the fields of communication and agro-food. Its objective is to bring value within these fields, as well as in the areas of gastronomy, horticulture and culture. We know

that the smart thing is to invest the resources in the most efficient way to achieve a return on investment in all our clients' projects, enhancing through a rigorous and committed information the commitment of companies and institutions in the agro-food sector by The internationalization of its products and brands.

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