

Challenges of International Commerce in the Agri-food sector

Conference Programme

21st of September 2022
Edificio del Rectorado de la URV
Sala Paranimf
C/ de l'Escorxador, s/n
43003 Tarragona

09h30 Conference Opening

- Urbano Lorenzo Seva
Vicerector for Science Policy and Interdisciplinary Projects (URV)
- Teresa Torres-Coronas
Director of SMaRT (URV)

09h45 Welcome Speech

- Joan Gòdia i Tresánchez,
General Director of Agri-food Enterprises, Quality and Gastronomy (Director General d'Empreses Agroalimentàries, Qualitat i Gastronomia, Generalitat de Catalunya)

10h00 The future of the Agri-food sector in the EU: business challenges from SME perspectives.

Moderator: Josep Maria Arauzo Carod (Director of Research Centre on Economics and Sustainability (ECO-SOS) URV)

Introduction:

- Marc Oliveras, Prodeca [<https://www.prodeca.cat/en>]
- Ignasi Montagud Serra- Andrés Pinaluba SA
- David Miralles Calbet- Grup Unió SCCL
- Miquel Borràs Cabacés - Crisolar Nuts SL

11h00 Coffee Break

11h30 Internationalisation of agri-food firms: the role of public institutions and Chambers of Commerce.

Moderator: Maria Llop Llop (Head of the Department of Economics) URV

- Aleš Dremel, Director of the Chamber of Commerce and Industry of Slovenia Institute for Business Education,
- Igor Francisco Giuseppe Garzesi - President of the Italian Chamber of Commerce in Barcelona
- David Coll; President of the Agri-food Commission of PIMEC
- Joaquim Brufau de Barberà - Coordinator of the Agri-food Commission. Commission of the Chamber of Commerce Reus

13h15 Agri-food innovation: the example of the HUB FoodTech & Nutrition

- Albert Boronat (Manager of REDESSA Reus Desenvolupment Economic)

13h45 Lunch (offered by SMaRT)

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15h00 international sales management: a new learning programme
○ Virginia Rosania - CONFORM (Italian Consultancy)

15h30 Coffee Break

16h00 SMaRT - A new training curriculum to fulfilled job market needs in the agri-food sector
Moderator: Mercè Gisbert Cervera (Research group ARGET - Applied Research Group in Education and Technology and LATE - Laboratory of Applications for the Educational technology URV)
○ Maciej Pietrzykowski - Poznań University of Economics and Business
○ Anita Trnavčević - University of Primorska Università' del Litorale
○ Silvio Cardinali - Marche Polytechnic University
○ Karsten Krüger - Universitat Rovira i Virgili

17h30 Closure