

**Draft Programme of the Cogeca Presidency Business Forum**

**Artificial Intelligence in the Agri-Food System:**

**Rethinking Sustainable Business Models**

**12<sup>th</sup> January 2021**

**(Afternoon – from 14.30 to 17.30 – Brussels time – web-conference)**

**Welcome session ( 15 min.)**

- Introduction by the Cogeca Presidency Business Forum Coordinator, Mr Jørgen H. Mikkelsen
- Welcome speech by the Cogeca President, Mr Ramon Armengol

**Keynote addresses (1h10min)**

- Mr Max Lemke, Head of the Internet of Things unit in DG Connect, European Commission
- Mr Christian Borggreen, Vice President & Head of Office, Computer and Communications Industry Association, Europe, on Global trends and the upcoming regulatory frameworks

**Best practices session**

- Ms Claudia Mittermayr, CEO at Agro Innovation Lab, Raiffeisen Ware (Austria)
- Mr Tobias Fausch, CIO at BayWa München-Zentrale (Germany)
- Mr Fotis Chatzipapadopoulos, President of NEUROPUBLIC Sa (Greece)
- Mr Ruud Hoosmans, Program Manager Digitalisation at the Dutch Producers Association (The Netherlands)
- Mr Jesús Regodón, Director Department I+D+i and Sustainability, Frutas TROPS (Spain).

**Closing session (10 minutes)**

- Closing remarks by the Cogeca President, Mr Ramon Armengol