



GENERALITAT  
VALENCIANA



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REGIONE AUTÓNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA



EUROPE DIRECT  
Comunitat Valenciana

## ***The agri-food industry beyond competition: stories of Mediterranean cooperation and debate on the main challenges of the sector***

20 July 2022

10 AM – 1 PM (CEST, Rome time)

Zoom webinar (link to be provided upon registration)

Spanish (with interpretation in Arabic, French and English)

Draft agenda

Main event moderator - *Vincent Ernoux*, ENI CBC MED Branch Office for the Western Mediterranean

### **10:00-10:20 Welcome addresses**

- *Mireia Mollà Herrera*, Regional Minister of Agriculture, Rural Development, Climate Emergency and Ecological Transition - Region of Valencia, Spain
- *María Carmen Hernández Martín*, General Vice-director of European Territorial Cooperation - Ministry of Finance and Public Service, Spain
- *Antonella Giglio*, Director of the ENI CBC Med Managing Authority

### **10:20-10:35 The agri-food sector in the ENI CBC MED Programme**

*Khaled Elsaadany*, Senior project officer “Innovation and technology transfer”, ENI CBC MED Joint Technical Secretariat

### **10:35-11:15 Beyond competition: successful cooperation stories of ENI CBC MED projects in the agri-food sector**

Moderated by *Joumana Sweiss*, ENI CBC MED Branch Office for the Western Mediterranean

- Promote job creation, start-ups and networks for women in the Agri-Food sector: *InnovAgroWoMed* project by Alicia Carpio, Jovesolidés (Region of Valencia, Spain) and Hedi Bechir, Catwar (Tunisia)
- Boosting traditional endangered food products in the Mediterranean: *MEDSNAIL* project by Teresa Tudela Muela, Andalusian Federation of Municipalities and Provinces (Region of Andalusia, Spain) and Patricia Naufal, American University of Beirut (Lebanon)
- Developing the organic agriculture value chain in the Mediterranean: *ORGANIC ECOSYSTEM* project by Diana Truyol, the Association of the Mediterranean Chambers



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of Commerce (Region of Catalonia - Spain) and Nada Fraihat, Jordan Ministry of Agriculture (Jordan)

### **11:15-12:00 Debate among young people and experts of the agri-food sector**

Moderated by *Laura Chillerón*, Generalitat Valenciana and *Alejandro Lafarga*, ENI CBC MED Branch Office for the Western Mediterranean

Young people:

- Shaima Hamad, Palestine
- Gonçalo Miguel, Portugal
- Zeinab Awada, Lebanon
- José del Río, Spain

Experts:

- *Lotfi Ben Mahmoud*. Director of Horticulture and Vegetables. Directorate General of Agricultural Production. Ministry of Agriculture, Hydrological Resources and Fishing, Tunisia
- *Facundo Pérez Rubio*. General Vice-director of Farming, Fishing and Agriculture. Department of Water, Agriculture, Farming, Fishing and Environment - Region of Murcia, Spain

### **12.00-12:15 A different perspective: the sustainable urban feeding**

*Vicente Domingo*, World Sustainable Urban Food Centre (CEMAS), Food and Agriculture Organization of the United Nations. Valencia, Spain

### **12:30-12:45 Opportunities from the new Interreg NEXT MED Programme**

*Martin Heibel*, communication manager, ENI CBC MED Managing Authority

### **12:45-13:00 Closing session**

*Joan Calabuig*, Secretary for the European Union and External Action, Generalitat Valenciana (Spain)