

PROGRAM

9 & 10 November - Agadir
Universiapolis Congress Hall



09 TH NOVEMBER

Am

Pm

8:00 Registration & welcoming delegates
9:00 Opening speech
9:15 Sponsor Speech
9:20 Sponsor Video

SESSION 1 : MARKET UPDATE

9:30 1. Global Export from Morocco: Country data
9:55 2. How to Market Morocco to supermarkets ?
10:20 3. Novalties countries in Berries : Turkey
10:35 **COFFEE BREAK & NETWORKING**
11:05 3. Novalties countries in Berries : Georgia
11:20 4. The State of Blueberry industry
11:40 Questions & answers (15 MIN)

SESSION 2 : TECHNOLOGY IN BERRY CROPS

11:55 1. From the Gene to the field: Latest generation agricultural biostimulants and techniques for their development.
12:30 2. Sorting Tecnology to help growers reducing costs and improve final product delivery
12:55 3. Knowing what you are going to grow, Made easy with AI

1:20 LUNCH BREAK (1H) / sponsors videos

Networking session (1H)

2:20 4. Berry Harvesters
2:40 Questions & answers (20 MIN)

SESSION 3 : TECHNICAL SESSION

3:00 1. Pollination importancy in Berry Crops
3:25 2. Light Management in Blueberry Crop
4:00 **COFFEE BREAK & NETWORKING**
4:30 3. soil management and Substrate importancy in berry crops
5:05 Questions & answers (20 MIN)
5:25 Networking session
6:25 CLOSING OF THE 1RST DAY CONFERENCE

Speaker	Company	Country
Amine Bennani	AMPFR	Morocco
Turgut Aysan	Safir Berry	Turkey
Shota Tsukoshvili Michel Kaczmarek	USAID Fall Creek	Georgia Spain
Jaime Mendizabal Fiona Turner	KIMITEC MAF RODA Bitwise Agronomy	Spain Spain Australia
Marko Kokanović	BSK	Serbia
Hannelie Human Richard Batias	University of Pretoria Universidad de Concepción	South Africa Chile
Marcel Beekers	Beekers Soft Fruit Consult B.V.	Netherlands

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SESSION 4 : ENVIRONMENT AND AGRICULTURAL RESOURCES MANAGEMENT

9:20 1. Solutions for substrate run off water reuse in substrate grown berries
9:55 2. Key trends shaping the future of Plastic use in Berry packaging
10:15 **COFFEE BREAK & NETWORKING**
10:45 3. Dessalination of sea water for agriculture: Agadir region
11:15 Questions & answers (15 MIN)

SESSION 5 : BREEDING DEVELOPMENTS

11:30 1. Blueberry varieties, where are we now?
11:45 2. Blueberry varieties for the future.
12:10 3. Do we need to have a revolution in the Blackberry market?
12:35 4. Strawberries: do we have too much varieties?
12:55 5. Raspberries: What are the new genetics to come?
1:15 Questions & answers (25 min)
2:00 Closing of the conference

Tommaso Barbagli Massimo Bellotti	Wageningen Carton Pack	Netherlands Italy
Jesus Morales Maria Perez	Fall Creek Planasa	Mexico Spain
Oleg Daugovich Geert de Weert	University of california ABB Breeding	USA The Netherlands