

PROGRAM

9 & 10 November - Agadir
Les Dunes d'Or Congress Hall



09 TH NOVEMBER

Am

7:30 Registration & welcoming delegates
8:20 Opening speech
8:35 Sponsors speech

SESSION 1 : MARKET UPDATE

9:00 1. Global Export from Morocco: Country data
9:25 2. How to Market Morocco to supermarkets ?
9:50 3. Novalties countries in Berries : Turkey
10:05 **COFFEE BREAK (15 min) & NETWORKING (15 min)**
10:40 3. Novalties countries in Berries : Georgia
11:00 4. The State of Blueberry industry
11:25 Questions & answers (15 MIN)

SESSION 2 : TECHNOLOGY IN BERRY CROPS

11:45 1. Biologics to meet the big challenges of berries
12:20 2. Sorting Technology to help growers reducing costs and improve final product delivery
12:45 3. Knowing what you are going to grow, Made easy with AI

1:05 Lunch break & Networking session

3:00 4. Berry Harvesters
3:25 Questions & answers (20 MIN)

SESSION 3 : TECHNICAL SESSION

3:50 1. Pollination importancy in Berry Crops
4:25 2. Light Management in Blueberry Crop
5:00 **COFFEE BREAK & NETWORKING**
5:35 3. Blueberry substrates production for the future
6:10 Questions & answers (20 MIN)

6:30 First day conference closing

Speaker	Organization	Country
Amine Bennani	AMPFR	Morocco
Edward Velasco	Rodanto	UK
Turgut Aysan	Safir Berry	Turkey
Shota Tsukoshvili	USAID Agriculture Program	Georgia
Michel Kaczmarek	Fall Creek	Spain
Juan Antonio García Ruiz	KIMITEC	Spain
Jean Michel Raynaud	RODA Maroc	Morocco
Fiona Turner	Bitwise Agronomy	Australia
Marko Kokanović	BSK	Serbia
Hannelie Human	University of Pretoria	South Africa
Richard Bastías	Universidad de Concepción	Chile
Gonçalo Fonseca	Kekkilä - BVB	The Netherlands

10 TH NOVEMBER

Am

8:00 welcoming speech
8:05 sponsors videos

SESSION 4 : ENVIRONMENT AND AGRICULTURAL RESOURCES MANAGEMENT

8:20 1. Solutions for substrate run off water reuse in substrate grown berries
8:55 2. Key trends shaping the future of Plastic use in Berry packaging
9:20 3. How to adapt to a constrained use of water resources
9:45 Questions & answers (15 MIN)
10:00 **COFFEE BREAK & NETWORKING**

SESSION 5 : BREEDING DEVELOPMENTS

10:30 1. Blueberry where we are now?
10:55 2. Blueberry varieties for the future.
11:20 3. Strawberries: do we have too much varieties?
11:45 4. Raspberries: What are the new genetics to come?
12:05 Questions & answers (25 min)
12:30 **Conference closing**

Tommaso Barbagli	Wageningen	The Netherlands
Massimo Bellotti	Carton Pack	Italy
Philippe Alléau	ATP Conseil	Morocco
Jesus Morales	Fall Creek	Mexico
Maria Perez	Planasa	Spain
Oleg Daugovich	University of california	USA
Geert de Weert & Bertus Meijer	ABB Breeding	The Netherlands

Pm