



## AGROSMARTglobal CONGRESS

VILLA LUCIA, LAGUARDIA (BASQUE COUNTRY)

16th and 17th November 2022

16th Nov	PROGRAM
09:30H	<b>OPENING</b> <ul style="list-style-type: none"><li>• Bittor Oroz. Vice-Minister of Agriculture of the Basque Country</li><li>• Pablo Durana - Coordinator of Agricultural and Food Coop.</li><li>• Higinio Mougán - Director de AGACA</li></ul>
10:00H	<b>INTERNATIONALISATION - BEST EXAMPLES – KEYS</b> <ul style="list-style-type: none"><li>• MARTIN CODAX S. COOP, Juan A. Vázquez. Director General.</li><li>• MING DA Consulting – Social networks in China. (ON LINE)</li><li>• Adega Cooperativa PONTE DA LIMA, Celeste Patrocínio- President</li><li>• COVAP S. Coop. Juan Antonio Ballesteros. International Markets Coordinator</li></ul>
11:30H	<b>COFFE BREAK</b>
12:00H	<b>MASTER OF WINES &amp; PENINSULA Managing Director -Andreas Kubach</b> TRENDS AND INNOVATIVE COMMERCIAL PROJECTS BASED ON THE SUSTAINABILITY OF THE TERRITORY.
13:00H	<b>GUIDED TASTING OF BASQUE COOPERATIVE PRODUCTS</b> Mikel Garaizabal – HAZI
14:00H	<b>LUNCH (AGROSMARTglobal partners and visitors only)</b>
16:00H	<b>VISIT</b> <ul style="list-style-type: none"><li>• Cooperative Winery</li></ul>



17th Nov	PROGRAM
09:30H	<b>DIFFERENTIATING STRATEGIES IN MARKETING</b> <ul style="list-style-type: none"><li>• <b>AGRICONFIANCE</b> – Marion Danes - Quality Manager</li><li>• <b>Baserria Km0-Harakai S. Coop</b> - Jose Pablo Larrea-Communication Manager.</li></ul>
11:00H	<b>COFFE BREAK</b>
11:30H	<b>DIGITALIZATION AND INNOVATION.</b> <ul style="list-style-type: none"><li>• <b>KAIKU BERDEA</b> Innovation and sustainability in dairy production</li><li>• <b>Viña Costeira S. Coop</b> Carlos Alberte, viticulture director.</li></ul>
12:30H	<b>ENDING</b> Vice-Minister of Labour or Director of Social Economy Elena Perez Barredo