



“Smart is the New Green” – Digital Technologies for a Profitable & Sustainable Agriculture

IDEEO WORKSHOP & MATCHMAKING EVENT

DATE: 26 April 2018

VENUE: Matera (Basilicata, Italy)

Masseria Fortificata San Francesco (<http://www.masseriasanfrancesco.com/>)

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ORGANIZERS: CLB / IDEEO Consortium

9:00 – 9:20 Registration & welcome coffee

09:20 – 09:40 Welcome.

Giuseppe Masturzo, Presidente CLB;

Roberto Cifarelli, Counselor Development, Jobs, Training and Research, **Regione Basilicata**;

Session 1. IDEEO Project: The use of Earth Observation in agriculture

09:40 – 10:00 The IDEEO Project: Outlook of earth observation applications and market demand analysis at international level. **Natassa Antoniou**, Project Leader, **EARSC**; **Philippe Monbet**, Deputy Director, **POLEMER**

10:00 – 10:15 Bringing the benefits of space uses to European Regions & their citizens. **Ilaria D'Auria**, Communication & Project Manager, **NEREUS**

Session 2. Farmers' voice -matching digital technology to agriculture needs

10:15– 11:15 Roundtable (Chair **Francesco Cellini**, CLB): problems, challenges, and opportunities of Agriculture producers:

Salvatore Pecchia, Asso Fruit Italia; **tba**, Apofruit; **Francesco Lillo**, Azienda Masseria della Madonna; **Graziantonio Quinto**, Azienda Agricola Quinto; **Antonio Teora**, Cantine di Venosa





Session 3. Smart farming: Harvesting the digital advantages.

- 11:15– 11:30 Remote sensing services for agriculture with HR satellite data. **Fabio Volpe**, Head of Geo Content Innovation, **e-GEOS**.
- 11:30 – 11:45 The impact of remote sensing in the vineyards sustainability. **Vincenzo Barbieri**, CMO & Head of Design Lab, **Planetek Italia**
- 11:45 – 12:00 Intelligent Agriculture. **Antonio Palumbo**, Sales Manager TIM Business Campania Basilicata, **TIM**
- 12:00 – 12:15 Remote Sensing & Precision Agriculture: Help form the Sky for production on Earth. **Mariano Lisi**, Research and Development, **Geospazio Italia** (Createc Consortium)
- 12:15 – 12:30 Precision agriculture services in Mediterranean environment. **Costanza Fiorentino**, Head of Precision Agriculture Systems and Services Development, **Digmat** (Createc Consortium)
- 12:30 Q&A. Conclusions, **Luca Braia**, Counselor Agriculture and Forest Politics, **Regione Basilicata**
- 13:30 – 14:30 Lunch
- 14:30 - 17:00 Brokerage, Matchmaking and B2B**

Simultaneous translation service (Italian-English) will be provided during all the morning sessions.

For info contact Maria Gallitelli, maria.gallitelli@alsia.it; tel: 0835.5413230

