

PROGRAMME FOR THE INNOVATION FORUM FRUIT ATTRACTION 2010

Wednesday, 20 October 2010

11:30-12:10 PORT DE BARCELONA, YOUR MEDITERRANEAN PORT SOLUTION

Speakers: Ms Rosa Puig
Mr Manuel Galán
Mr Joaquín Herrera
Company: *PORT DE BARCELONA*

12:30-13:10 INNOVATIONS IN GENETIC ENHANCEMENT FROM A CONSUMER STANDPOINT

Speaker: Mr Alberto Cuadrado Salmeron
Company: *RIJK ZWAAN*

13:30-14:10 PLAFORM. LEADER IN THE IMPLANTATION OF THE COMMON FOOTPRINT IN SPAIN

Speaker: Ms Vicky Oliva
Company: *GRUPO PLAFORM*

17:30-18:10 IBERIA "COOL & FAST" CARGO PROCESS IN PERISHABLE TRANSPORT

Speaker: Mr Ignacio Diez Barturen (load manager)
Mr Fernando Terol
Company: *IBERIA*

THURSDAY 21 October 2010

10.30-11.10 WHAT IS ZERYA?

Speaker: Mr Diego Tambo, Mr Antonio Alcazar
Company: *ZERYA*

11.30-12.10 QUALITY FOODS OF THE BASQUE COUNTRY

Company *GOVERNMENT OF THE BASQUE COUNTRY*

12.30-13.10 AGRO-FOOD SECTOR LEAN EXPERIENCE

Speaker: Mr David Ortiz
Company: *PRIMAFLOR*

13.30-14.10 OPPORTUNITIES FOR FRUIT AND VEGETABLES IN THE MEDIA

Speaker: Ms Virginia Sánchez
Company: *ASOCIACIÓN 5 AL DIA*

15.30-16.10 STRATEGIES FOR JOINT MARKETING UNDER A SINGLE BRAND

Speaker: Ms Lourdes Salazar, Mr Manuel Simón
Company: *TQF DOP PERA DE LLEIDA*

16.30-18.30 LA CAIXA

Company: *LA CAIXA*

Friday, 22 October 2010

**11.30-12.10 BENEFITS OF THE AQUALIFE HUMIDITY CONTROL SYSTEM
FOR FRUIT AND VEGETABLE CONSERVATION**

Speaker: Ms Inma Rodríguez Mora

Company: *SAMARKETING*

12:30-13:10 OPERATIVE, WITHDRAWAL AND FOOD BANK PROGRAMMES

Speaker: Mr Heliodoro Pérez

Company: *BANCOS DE ALIMENTOS*