



FOOD IS GOING DIGITAL – WHAT ABOUT YOU?

Final Conference of the eFoodChain Initiative

17 June 2014, Paris

Preliminary Programme

9.00 – 9.30 **REGISTRATION**

9.30 – 9.45 **WELCOME**

- **TBA, DG Enterprise and Industry, European Commission**
- **Bruno Prépın, eFoodChain Consortium**

MODERATOR: Philippe Binard, Delegate General of Freshfel Europe

9.45 – 10.25 **AGRO-FOOD REALITY IN EUROPE AND ITS DIGITAL CHALLENGES**

This opening session will include a series of keynote speeches from the renowned stakeholders of the food supply chain, who will address the current agro-food condition in Europe and set the scene for further presentation of the eFoodChain action and its results.

KEYNOTE SPEAKERS:

- **Yves Le Morvan**, Director of COOP de France
- **Paulo Gouveia**, Director at COPA-COGECA
- **Philippe Binard**, Delegate General of Freshfel Europe
- **Frans van Diepen**, DG of the Ministry of Economic Affairs | UN/CEFACT
- **TBC**, FoodDrinkEurope

10.25 – 11.00 **THE SMALL ACTORS CONSTRAINTS - WHY EFOODCHAIN?**

This moderated panel discussion aims to present the constraints faced by the small actors along the food supply chain. The barriers that still hinder many players from benefiting fully from digital integration (e.g. complexity of legal and customer requirements, lack of harmonisation, especially cross-border and economic aspects of certain ICT solutions), and which constituted the drivers of the eFoodChain action, will be debated from various perspectives (as perceived by farmers and cooperatives, distributors of agricultural supplies, import companies, retailers, etc.)

PANEL DISCUSSION (INCL. Q&A):

- **Rémi Haquin**, the President of France AgriMer's Cereal Council
- **Friedrich Laubscher**, BAYER
- **Jean Christophe Pienne**, SEVEAL
- **Tom Quets**, Capespan





11.00 – 11.20 COFFEE BREAK

11.20 – 13.00 TOWARDS A DIGITAL FOOD SUPPLY CHAIN - THE EFOODCHAIN ACTION

THE EFOODCHAIN PROJECT: INTEGRATING SMES IN DIGITAL FOOD SUPPLY CHAINS (10 MIN)

■ **Gil Gonçalves**

This presentation will introduce the audience to the eFoodChain action: starting from its Market Analysis conclusions (main challenges ahead of European SMEs in food value chains), through main activities and achievements along the two and a half years of the initiative, and till the solution it proposes to the food industry.

EFOODCHAIN REFERENCE FRAMEWORK AND ITS VALIDATION WITH EARLY ADOPTERS (25 MIN)

■ **César Toscano & Bruno Prépin**

This session will present the main elements of the eFoodChain Reference Framework, offer an overview of the eFoodChain Innovators and Early Adopters Scheme and summarise the overall results of pilot implementations (business benefits and lessons learnt), before proceeding with testimonies from four concrete pilot cases in the following presentations.

EDOCUMENTS PILOT - 1ST TESTIMONY FROM PILOT PROJECT (35 MIN)

■ **Speakers:**

- Adherents.coop pilot :
 - o Adhérents.coop : Sébastien GABORIT / Jérôme LEGEAY
 - o One pilot cooperative VALFRANCE (Jean Francois Dagueuet)
- Vergers d'Anjou pilot : Jacques MALAGIE (General director)
- eFoodChain: Bruno Prépin

ELABS PILOT - 2ND TESTIMONY FROM PILOT PROJECT (30 MIN)

■ **Speakers:**

- Conny Graumans – AgroConnect
- Johan den Engelse (DPA / Frug I Com)
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13.00 – 14.00 NETWORKING LUNCH

14.00 – 15.20 TOWARDS A DIGITAL FOOD SUPPLY CHAIN (CONT.)

FITOPOMO PILOT - 3RD TESTIMONY FROM PILOT PROJECT (25 MIN)

■ **Speakers:**

- Alexandre Pacheco - Associação dos Produtores Agrícolas da Sobrena (APAS)
- César Toscano – INESC Porto | eFoodChain

SC TRACE PILOT - 4TH TESTIMONY FROM PILOT PROJECT (25 MIN)





eFoodChain

ASSISTING SMES TO PARTICIPATE IN DIGITAL FOOD SUPPLY CHAINS

■ **Speakers:**

- Friedrich Laubscher – BAYER
- Jean Christophe Pienne - SEVEAL

DEBATE / QUESTIONS & ANSWERS (20 MIN)

EFOODCHAIN CONTINUATION (10 MIN)

■ **Bruno Prépin**

This presentation will outline the main elements of the eFoodChain Governance Model and actions planned to ensure sustainability of the eFoodChain Reference Framework and its maintenance.

15.20 – 15.50 COFFEE BREAK

15.50 – 16.20 OUTLOOK FOR EFOODCHAIN MAINSTREAM ADOPTION

This moderated panel discussion will debate the drivers for eFoodChain future beyond the conference in Paris and highlight some concrete perspectives for roll out at European, national and regional level. The Panel will be composed by the industry partners from the eFoodChain Technical Committee, UN/CEFACT representatives and other stakeholders interested in promoting the eFoodChain solution.

PANEL DISCUSSION

- Frans van Diepen as UN/CEFACT representative (Domain Coordinator, PDA Sectorial Agriculture)
- Johan den Engelse, Frugicom
- Conny Graumans, AgroConnect
- Giorgia BARTOLI/Roberto CORDINI, ANB biogas prospect implementation
- Patrice Lefeu, LEVERAGING THE INTEGRATION OF SMES TO GLOBAL DIGITAL VALUE CHAINS project

16.20 – 16.50 DIGITAL FUTURE - CEREMONY OF THE EFOODCHAIN MEMORANDUM OF UNDERSTANDING

■ **MoU SIGNATORIES confirmed until now:**

Agro EDI Europe (FR)
Confagricoltura (IT)
COTHN (PT)

DPA (NL)
FRUGICOM (NL)
Agro Connect (NL)

16.50 – 17.00 CONFERENCE CLOSURE

CONCLUDING REMARKS

CLOSING SPEECHES FROM THE CONSORTIUM AND THE EC

17.00 - 18.30 COCKTAIL RECEPTION (AT THE VENUE)





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ASSISTING SMES TO PARTICIPATE IN DIGITAL FOOD SUPPLY CHAINS

Practical Information

Event details available at: www.efoodchain.eu

Registration (FREE):

https://docs.google.com/forms/d/1Jhfn9AK3UT9CTBaB9uDXZBMHGKX5SCnX1P2Y_1k43M/viewform

The conference will be followed by the **SmartAgriMatics 2014** event (18-19 June, same venue) – for more information please visit <http://www.smartagrimatics.eu/>

Venue: The Conference Hall at the Novotel Charenton



(Novotel Paris Charenton is located 10 mins from Gare de Lyon train station and is easily accessible by the metro line 8)

Accommodation options (besides Novotel Paris Charenton):

Ibis budget Paris Porte de Bercy

15 Quai de Bercy, 94 220 CHARENTON LE PONT
15 min walk
~105€ /night

Mercure Paris Ivry Quai de Sein

5 Allée de la Seine 94 200 IVRY SUR SEINE
15 min walk
~120€ /night

Ibis Daumesnil Porte Dorée

111 Boulevard Poniatowski 75 012 PARIS
15 min walk or 10 min by metro (line 8)
155€ / night

Hotel de la Porte Dorée

273 avenue Daumesnil 75 012 PARIS
15 min by metro (line 8)
~142€ /night

Citôtel Sport Hôtel

258 avenue Daumesnil 75 012 PARIS
12 min by metro (line 8)
~120 € /night

Hotel Gossec

15 rue Gossec 75 012 PARIS
12 min by metro (line 8)
100-130 € /night

