

# Agenda Annual General Meeting

Thursday, April 18 - IP Public Conference - Jean Bauchet Hall

## “Challenges and Opportunities in a changing world”

Time	Event
08:45 - 09:00	Event Registration
09:00 - 09:15	Welcome by the President of CIOPORA
	<b>Morocco: From desert to blooming and fruity fields</b>
09:15 - 09:45	The Nadorcott story <i>Badr Bennis, Nadorcott Protection</i>
09:45 - 10:15	Trading and Exporting Fruits and Flowers <i>Kacem Bennani, President Delassus Group</i>
10:15 - 10:30	Short panel discussion about the future of Morocco in Horticulture
10:30 - 11:00	<i>Networking Coffee Break - Syrian Living Room</i>
	<b>Accelerating Innovation</b>
11:00 - 11:30	Mutually beneficial cooperation between conventional breeding and new breeding techniques <i>Kitty Huijben, R&amp;D Operations Manager, Hudson River Biotechnology</i>
	<b>Breeding in times of climate change and shift of production territories</b>
11:30 - 12:00	Ines Buiza Calero, EMEA Legal Counsel, Fall Creek
12:00 - 12:30	Dean Rule, Conectiflorandino
12:30 - 14:00	<i>Networking Lunch - Lagon &amp; Jardin</i>

## Agenda Annual General Meeting

Time	Event
14:00 - 14:30	<b>The positive development of the Egyptian PBR law and its effect on the table grape production</b> <i>Duncan Macintyre, Chair of the Science and Innovation Board, Bloom Fresh</i>
14:30 - 15:00	<b>Horticulture as Driver of Economic Growth – The Flower Sector in Kenya</b> <i>Yolanda Huerta, Vice Secretary General, UPOV</i>
15:00 - 15:30	<b>Coffee breeding and IP protection</b> <i>Lisa Wilson, IP lawyer, World Coffee Research</i>
15:30 - 16:00	<i>Networking Coffee Break - Syrian Living Room</i>
	<b>New Trends</b>
16:00 - 16:30	<b>The use of Artificial Intelligence in plant breeding</b> <i>Dr. Hedwich Teunissen, Program Director, CropXR</i>
16:30 - 17:00	<b>Contemporary marketing and the influence of celebrities on sales of flowers and fruits</b> <i>Elena Ozeritskaya, Fresh Insight</i>
17:00	<b>End</b>
17:15 - 18:15	<b>CIOPORA Networking Reception - Garden in front of Jean Bauchet Hall</b>

### Gold and Platinum Sponsor AGM 2024

