

MEDITERRANEAN INNOVATION AGRIFOOD WEEK



2024 / IV edizione

26→29 novembre
CIHEAM BARI

The future is young
Open collaboration
for innovative visions



Mediterranean Innovation Agrifood Week is the annual event that brings together organisations, businesses, start-ups, people, ideas, experiences and skills to build innovative visions for sustainable food systems in the Mediterranean and Africa with and for young people, because the **Future is Young!** A paradigm shift is essential to build innovative yet robust visions that address the needs of people and aspirations of youth to tackle this challenge.

CIHEAM Bari's initiative is a call to explore new models of collaboration and cooperation that are more inclusive, participatory and "open" to all innovation actors. The goal is to co-design concrete actions that drive change in businesses, create new services for young people and strengthen local ecosystems, while influencing the policies and action plans of local Authorities, Governments, and International Organisations.

The youth population is a key driver of development in Africa and the Mediterranean. By 2050, nearly half (46%) of the 635 million inhabitants projected to live in the Mediterranean basin will reside on its southern shore, with more than 50% of the "Mediterranean youth" concentrated in just five countries: Morocco, Algeria, Tunisia, Libya and Egypt. The challenge is even greater in Africa, where the population has grown by 2.42% annually over the past 30 years and is expected to reach at least 2.4 billion by 2050. According to UN forecasts, we will soon need to increase food production by 70% to feed the growing global population, while 70% of people will be living in cities as rural-to-urban migration continues to rise. In this context, Open Innovation emerges as a strategic ally, as demonstrated by its adoption by 86% of large Italian companies and 48% of SMEs. Collaboration between diverse organizations is crucial to tackling global challenges with resilience and creativity, bridging cultural, economic, and social divides, all of which are united by the shared threat of climate change.

The 4th edition of the Mediterranean Innovation Agrifood Week will bring together representatives from 14 countries, 34 Business Support Organisations (i.e. incubators, accelerators and business clusters), 22 start-ups from the Mediterranean and Africa at the CIHEAM Bari campus. Businesses, young people, international, national and local organisations and institutions will discuss the role of BSOs in the development of the innovation ecosystem in Africa, the potential of **public-private partnerships** in **international cooperation** for the transition to **sustainable food systems**, the value of **Open Innovation** in **business change** processes and the need to create **enabling ecosystems** tapping into the **potential of youth** in the Mediterranean and Africa.

The **4th edition of the Mediterranean Innovation Agrifood Week** will feature panels, workshops, keynote speeches, co-design workshops, master classes, business meetings, start-up showcases and networking.

PROGRAMME

26 NOVEMBER

Teatro Kursaal Santalucia - BARI

18:30 – 20:00

OPENING EVENT

18:30

***Introduction to the 4th edition of the Mediterranean Innovation
Agrifood Week***

Damiano Petruzzella, CIHEAM Bari

18:45

Mediterranean, Youth and Innovation

with

Vito Leccese, Mayor of Bari

Michele Emiliano, President of the Apulia Region

Maurizio Raeli, Director of CIHEAM Bari

*Moderates **Marisa Ingrosso, La Gazzetta del Mezzogiorno***

19:15

EUGENIO BENNATO

in concert

27 NOVEMBER

CIHEAM Bari

09:30 - 10:30 - Garden

WELCOME EVENT

10:30 -13:00 - MIHub Conference Room

COOPERATION LAB

The Role of Business Support Organisations in the Development of the Innovation Ecosystem in Africa and the Mediterranean

*facilitated by **Giordano Dichter**, CIHEAM Bari*

with the participation of incubators, accelerators, technology transfer offices, and public entities from Albania, Algeria, Bosnia and Herzegovina, Egypt, Ethiopia, Jordan, Kenya, Lebanon, Palestine, Tunisia, Uganda, and Italian BSOs (Almacube, Eatable, E4Impact, ARTI, Puglia Sviluppo, Intesa Sanpaolo Innovation Center)

14:00 – 16:00 – Room 3

WORKING SESSION #1

(for Startup10 project participants)

Introduction to Open Innovation and Co-design for Med-African Start-ups

*Coordinated by **Annarita Antonelli** and **Donatello Macario**, CIHEAM Bari*

in collaboration with **Almacube** and the participation of Start-ups and BSOs in the **Startup Project10**

16:15 -16:45 – Great Hall

MASTERCLASS #1

Generative Artificial Intelligence and Extended Reality - by **Hevolus**

17:00 – 19:00 - MIHub Conference Room

PANEL #1

The transition of local food systems within international cooperation

Achieving a sustainable, resilient and inclusive transition of food systems requires local solutions to address the global challenge of food security. Is this a paradox? Can local approaches truly provide a solution to ensure food access for the 70% of the population expected to live in cities by 2050?

Territorialization in food systems has become a prominent topic on key international, national and regional strategic agendas. The first steps towards the transition of local food systems have already been taken through cooperation models and processes involving institutional, business, civil society and research actors. These efforts have given rise to farmers markets, food and bio-districts, supply chains, inter-territorial networks and territorial governance strategies.

The panel will focus on the transition of local food systems by exploring these experiences, new models and alliances to address global challenges, emphasizing the local dimension and cooperation among stakeholders.

Moderator **Francesca Volpe**, CIHEAM Bari

Keynote speaker **Laura Demurtas**, Club Demeter Paris

Panelists:

- **Cecilia Marocchino**, FAO – Green Cities
- **Fabio Consalez**, I-CLEI Europe
- **Raoul Tiraboschi**, SLOWFOOD Italia
- **Giaime Berti**, Resilient Local Food Supply Chains Alliance
- **Carmelo Troccoli**, World farmers market coalition

Final Discussion

28 NOVEMBER

CIHEAM Bari

09:30 – 11:00 - MIHub Conference Room

PANEL #2

Open Inno-vision of businesses in the Mediterranean and Africa

Open Innovation is an 'open' collaborative model that is of interest to businesses facing challenges such as competitive change, the adoption of innovative technologies, and the pursuit of new markets and talent. This approach empowers businesses to break free from internal constraints and hasten the search for innovative solutions through collaboration with external actors, including start-ups, researchers and young talent. A recent study by MITBoston and Capgemini reports that start-ups will be the main source of innovation for businesses by 2025. Adopting open innovation strategies can serve as a strategic lever for internationalisation and cooperation with Mediterranean and African countries, given the growing number of skilled young people and start-ups. This helps promote a new vision of sustainable development.

Moderator **Biagio Di Terlizzi**, CIHEAM Bari

Speakers:

- **Marco Riccardo Rusconi**, AICS Director
- **Filippo Prosperi**, Delegate of Confindustria Assafrica & Mediterraneo.
- **Teresa Caradonna**, National Vice President Small Industry Confindustria

• **Panelists:**

- **Chiara Patitucci**, Ernesto Illy Foundation
- **Dario Toso**, Lavazza
- **Raffaele Raso**, Andriani
- **Giampiero Calzolari**, Granarolo
- **Gianmarco Fabbri**, BF Educational
- **Renzo Piraccini**, Macfrut
- **Fabrizio Lanciotti**, ENI

Final Discussion

11.15 - 12:00 – MIHub Conference Room

INTERNATIONAL COOPERATION LAB

Comparison between Mediterranean and African Business Support Organisations and the Italian System

How to accelerate the development process of the innovation ecosystem in Africa to support youth entrepreneurship. The results of the Cooperation Lab on the role of BSOs will be discussed with the Italian public and private system. Participants will include incubators, accelerators and technology transfer offices from Albania, Algeria, Bosnia and Herzegovina, Egypt, Ethiopia, Italy, Jordan, Kenya, Lebanon, Palestine, Tunisia, Uganda and the Italian businesses of the Startup Community10.

Moderator **Vincenzo Rutigliano**, *Il Sole 24 Ore*

• **Introduction:**

- **Lamiaa El Rashidy**, Manager TIEC Egypt
- **Linda Al Achkouti**, Momentum Incubator for Lebanese Startups
- **Mario Molteni**, E4IMPACT – Cattolica University of Milan
- **Gianna Elisa Berlingiero**, Director of the Department of Economic Development of the Puglia Region
- **Marco Riccardo Rusconi**, AICS Director

Conclusions:

MAURIZIO RAEI, CIHEAM Bari Director

On. EDMONDO CIRIELLI, Vice minister MAECI

12:15 - 12:45

PRESS CONFERENCE FOR THE LAUNCH OF THE NEW INTERNATIONAL HUB FOR TRAINING AND INNOVATION

Speaker Hon. **EDMONDO CIRIELLI**, Deputy Minister of Foreign Affairs and International Cooperation

14:00 – 17:00 - Room 3

WORKING SESSION #2

(for Startup10 project participants)

Open Innovation Lab to develop collaboration between Italian Businesses and Mediterranean Start-ups

*Coordinated by **Annarita Antonelli** and **Donatello Macario**, CIHEAM Bari*

in collaboration with **Almacube** and the participation of the **Italian Business Community** of the Mediterranean Innovation Hub and **Start-ups of the Startup Project10**

17:00 -17:30 – Great Hall

MASTERCLASS #2

Living Lab: the actors of the quadruple helix in action

with **Martina De Sole**, European Network of Living Labs Director

17:30 – 19:30 - MIHub Conference Room

PANEL #3

Afro-Mediterranean Ecosystems: a new generation of Innovators

Local authorities, businesses, universities, research organisations, incubators and accelerators must interact and collaborate to overcome cultural and technological barriers, develop appropriate policies and create an enabling environment that supports the resourcefulness of the new generations and addresses the pressing need for innovation in the production sectors. Entrepreneurial ecosystems in Africa and the Mediterranean are unlocking the potential of young people, creating unique opportunities for sustainable territorial growth and harnessing new talent. The panel will showcase national and international experiences in creating entrepreneurial ecosystems to discuss the development of prospects and opportunities for youth.

Moderator **Giusy Miuli**, CIHEAM Bari

Keynote **Elisabet Nyquist**, Opes-Lcef Foundation

Panelists:

- **Luca Alinovi**, ISPI
 - **Raniero Chelli**, UNIMED
 - **Antonello Garzoni**, LUM
 - **Silvia Visciano**, Puglia Region
 - **Simona Ruggieri**, Cassa Depositi e Prestiti
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- **Final Discussion**

29 NOVEMBRE

CIHEAM Bari

09:30 – 12:30

INTERNATIONAL FINAL CONFERENCE

“Open collaboration for innovative visions in the Mediterranean and Africa”

'Open collaboration for open cooperation' as a paradigm to enhance the innovation ecosystem in the Mediterranean and Africa. Open collaboration systems for innovation and entrepreneurial growth, both at business and start-up level, as well as nationally and internationally, are increasingly showing their effectiveness as powerful accelerators for transforming economic and social systems to achieve sustainable development goals and combat climate change, especially in particularly sensitive economic sectors such as agribusiness, green economy and digital economy. The Mattei Plan, an initiative of the Italian system open to collaboration with companies, BSOs, institutions in Mediterranean and African countries, and other international organisations, contributes to building a new vision by placing people - and especially youth - at the forefront. A process in the making.

*The **International Closing Conference of the 4th Mediterranean Innovation Agrifood Week** will provide an insight into these issues and facilitate a dialogue among representatives from the Italian government, international organisations, and research institutions to create a shared vision for the future of young people in Africa and the Mediterranean involving representatives of **34 Business Support Organizations (incubators, accelerators and business clusters), 21 Start-Ups from 14 Mediterranean and African countries and 80 Italian businesses.***

- **Welcome greetings:**
 - **Maurizio Raeli**, CIHEAM Bari Director
 - **Sergio Fontana**, President Confindustria Puglia
 - **Alessandro Delli Noci**, Councillor for Economic Development and Internationalisation, Regione Puglia
 - **Teodoro Miano**, Secretary General of CIHEAM

- **Keynote speaker:**
 - **Francesco Corvaro**, MAECI Special Envoy for Climate Change
 - **Ahmed Mehdi Omarouyache**, Leancubator Algeria and spokesperson for the Business Support Organizations of the Startup Project10

- **Panelists:**
 1. **Giuseppe Provenzano**, Union for the Mediterranean
 2. **Andrea De Marco**, UNIDO - United Nations Industrial Development Organization
 3. **Vicente Ruiz**, OECD - Organization for Economic Co-operation and Development
 4. **Lorenzo Galanti**, ITA – Italian Trade Agency
 5. **Takwa Mrabet**, BusinessMed
 6. **Martina De Sole**, ENoLL – European Network of Living Lab

- **Start-ups on stage (Startup10 project)**
- **Key point - 4°Mediterranean Innovation week: Damiano Petruzzella**, CIHEAM Bari

Moderator **Gianni Matera**, RAI Journalist

INTERACTIVE AREAS

- **STARTUP10 Showcase:** 21 Startups from 10 Mediterranean and African countries
- **Innovative Visions:** Finalist Illustrations of the International Contest curated by *Camera a Sud*
- **Podcast corner** by *Marco Dussin*