



REGIONE PUGLIA

Area Politiche per lo Sviluppo Economico,  
il Lavoro e l'Innovazione  
Servizio Internazionalizzazione



MILANO 2015  
NUTRIRE IL PIANETA  
ENERGIA PER LA VITA



UNIONE EUROPEA  
Fondo Europeo  
di Sviluppo Regionale

## EXPOrtando la Puglia

### AGRILEVANTE 2015

15<sup>th</sup> -18<sup>th</sup> october 2015

#### WORKSHOP

*International business opportunities and strategies for the  
Apulian agricultural machinery industry sector - FOCUS: Balkan Countries*

*Fiera del Levante - Padiglione 152 - Sala Convegni Regione Puglia  
Lungomare Starita, Bari*

Thursday 15<sup>st</sup> October 2015, 3.30 p.m.

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|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.30 p.m.      | Registration & welcome coffee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 4.00 p.m.      | <p><i>Welcome Remarks</i></p> <p><i>Loredana Capone</i>, Regional Minister for Economic Development, Apulia Region<br/> <i>Marco Acerbi</i>, International Exhibitions Manager, Federunacoma (TBC)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 4.15-6.00 p.m. | <p><i>Introduction</i><br/> <i>Giovanna Genchi</i>, Director, International Business Promotion Department, Apulia Region</p> <p><i>Intervention</i></p> <p><i>Presentation of the agricultural machinery industry sector: Focus on Serbia &amp; Montenegro</i><br/> <i>Giovanni Mafodda</i>, Director, ITA Belgrade (Serbia)<br/> <i>Marija Radunovic</i>, Head of department for on the spot control, Ministry of Agriculture<br/> <i>Djordje Miskovic</i>, President, Serbian Association of importers of agricultural machinery - CEO, MASFERAGRO DOO.</p> <p><i>Presentation of the agricultural machinery industry sector: Focus on Albania</i><br/> <i>Edgard Gjinaj</i>, Trade Analyst, ITA Tirana (Albania)</p> <p><i>Presentation of the agricultural machinery industry sector in Apulia</i><br/> <i>Cesare De Palma</i>, President, Apulian Mechanical Business Cluster</p> <p><i>Projects and partnership initiatives between Apulia -Balkan Countries</i><br/> <i>Mechanization in olive growing</i><br/> <i>Simone Pascuzzi</i>, Professor, Department of Agro-Environmental Sciences and Territorial, Università degli Studi di Bari Aldo Moro</p> <p><i>Initiatives of cooperation with the Balkan countries</i><br/> <i>Giovanni Scaramuzzo</i>, Project Manager Spin-off Find - D.A.Re. srl</p> <p><i>Advanced DSS and ICT technologies for sustainable irrigation management: the experience of the HydroTech project in Apulia Region</i><br/> <i>Erminio E. Riezzo</i>, Technical Director software area, Sysman Progetti &amp; Servizi s.r.l.</p> |

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**EXPOrtando la Puglia**  
**AGRILEVANTE 2015**  
**15<sup>th</sup> -18<sup>th</sup> october 2015**

**WORKSHOP**

*International business opportunities and strategies for the  
Apulian agricultural machinery industry sector - FOCUS: Turkey*

*Fiera del Levante - Padiglione 152 - Sala Convegni Regione Puglia  
Lungomare Starita, Bari*

*Friday 16<sup>st</sup> October 2015, 3.30 p.m.*

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|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.30 p.m.      | Registration & welcome coffee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 4.00 p.m.      | <p><i>Welcome Remarks</i></p> <p><i>Loredana Capone, Regional Minister for Economic Development, Apulia Region</i><br/><i>Marco Acerbi, International Exhibitions Manager, Federunacoma (TBC)</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 4.15-5.30 p.m. | <p><i>Introduction</i><br/><i>Giovanna Genchi, Director, International Business Promotion Department, Apulia Region</i></p> <p><i>Intervention</i></p> <p><i>Presentation of the agricultural machinery industry sector: Focus on Turkey</i><br/><i>Sumer Umut Demirel, CEO Cullas Orman Bahce Tarim Makinalari</i></p> <p><i>Presentation of the agricultural machinery industry sector in Apulia</i><br/><i>Cesare De Palma, President, Apulian Mechanical Business Cluster</i></p> <p><i>Projects and partnership initiatives between Apulia -Turkey</i><br/><i>Speciality food cluster to progress on increasing the internationalization and the competitiveness of enterprises</i><br/><i>Giuliano de Seneen, Administrative Manager, D.A.R.e. s.c.ar.l</i></p> <p><i>Sensor-based systems for efficient irrigation management of greenhouse crops</i><br/><i>Francesco F. Montesano, Researcher, CNR - ISPA</i></p> |

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## EXPOrtando la Puglia

### AGRILEVANTE 2015

15<sup>th</sup> -18<sup>th</sup> october 2015

#### WORKSHOP

*International business opportunities and strategies for the  
Apulian agricultural machinery industry sector - FOCUS: India*

*Fiera del Levante - Padiglione 152 - Sala Convegni Regione Puglia  
Lungomare Starita, Bari*

*Saturday 17<sup>st</sup> October 2015, 9.30 a.m.*

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| 9.30 a.m.        | Registration & welcome coffee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 10.00 a.m.       | <p><i>Welcome Remarks</i></p> <p><i>Loredana Capone</i>, Regional Minister for Economic Development, Apulia Region<br/><i>Marco Acerbi</i>, International Exhibitions Manager, Federunacoma (TBC)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 10.15-11.30 a.m. | <p><i>Introduction</i><br/>Giovanna Genchi, Director, International Business Promotion Department, Apulia Region</p> <p><i>Intervention</i></p> <p><i>Presentation of the agricultural machinery industry sector: Focus on India</i><br/>Sopan Kanchan, Convener - Mahratta Chamber of Commerce, Industry and Agriculture,<br/>Agriculture &amp; Agri Business Committee, Chairman - Mahagrapes<br/>Shriram Gadhav, Presidente, All India Vegetable Growers Association</p> <p><i>Presentation of the agricultural machinery industry sector in Apulia</i><br/>Cesare De Palma, President, Apulian Mechanical Business Cluster</p> <p><i>Projects and partnership initiatives between Apulia -India</i><br/>Water4Crops - Integrating bio-treated wastewater reuse and valorisations with enhanced water use efficiency to support the Green Economy in EU and India<br/>Antonio Lo Porto, Researcher at IRSA-CNR - Euraqua network Chair</p> <p><i>Case Study: Maggio Giovanni e figli</i><br/>Youssef Ghanem, Export Manager, Giovanni Maggio &amp; figli srl</p> |

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