



**COOPERATIVAS,**  
juntos hacia un futuro  
**SOSTENIBLE**

VIII CONGRESO · 30 DE JUNIO Y 1 DE JULIO · TOLEDO

# VIII CONGRESS OF AGRI-FOOD COOPERATIVES

**Palacio de Congresos “El Greco”  
Paseo Miradero, s/n, 45003 Toledo**



cooperativas  
agro-alimentarias  
España



# **DRAFT AGENDA**

**DAY 30 JUNE**



## MORNING

09:00

**Reception of attendees**

09:30

**Welcome**

- **D. Ángel Villafranca Lara.** President of Spanish Agri-food Cooperatives.

09:45

**Commissioner for Agriculture and Rural Development**

- **Sr. Janusz Wojciechowski.** EU Commissioner for Agriculture and Rural Development.

### SESSION I: THE NEW PARADIGM OF THE AGRI-FOOD SECTOR

10:00

**Opening of session by Cajamar**

- **Eduardo Baamonde Noche.** President of Cajamar Caja Rural.

10:10

**Speech: Sustainability and food security challenges in the EU in the new geopolitical context**

- **Tassos Haniotis.** Strategy and Policy Analysis Director. Directorate General for Agriculture and Rural Development. European Commission.

**Moderator: Juan Corbalán García.** Director of Spanish Agri-food Cooperatives.



10:50

## **Roundtable discussion: Trends in the agri-food sector**

### **Social trends (food and consumption).**

**César Valencoso Gilabert.** Director of Consulting. Kantar Worldpanel.

### **Digitalisation, challenges and opportunities.**

**Rosa Gallardo Cobos.** Director of the School of Agricultural and Forestry Engineering of the University of Cordoba.

### **The Spanish agri-food sector in the European context.**

**Joaquín Maudos Villarroya.** Professor in Economic Analysis at the University of Valencia.

**Moderator: Juan Miguel del Real Sánchez-Flor.** Director of Castilla-La Mancha Agri-food Cooperatives.

12:00 - 12:30

## **BREAK PERIOD**

12:30

## **Keynote speech: “Economic and Geopolitical Risks for the Spanish economy”**

- **Federico Steinberg Wechsler.** Senior Analyst. Elcano Royal Institute.

**Presenter: Juan Rafael Leal Rubio.** Vice-President Spanish Agri-food Cooperatives.

13:15

## **Opening ceremony**

- **D. Ángel Villafranca Lara.** President of the Spanish Agri-food Cooperatives.

- **D. Francisco Rueda Sagaseta.** Councillor of European Funds, Employment and Internal Regime. Toledo City Council.

- **D. Luis Planas Puchades.** Minister of Agriculture, Fisheries and Food.

- **D. Emiliano García-Page Sánchez.** President of the Regional Government of Castilla-La Mancha.

14:00 - 16:00

## **LUNCH**



## **AFTERNOON**

### **SESSION II: EUROPEAN COOPERATIVE STRATEGIES AND VISION OF THE FOOD SUPPLY CHAIN**

16:00

#### **Opening of session by Grupo Cajas Rurales**

- **Carlos de la Sierra Torrijos.** President of Globalcaja and Vice-President of Cajas Rurales Association.

16:10

#### **Panel of experts: How are european cooperatives addressing the challenges of sustainability?**

- **Hanna Hielkkamies.** Vice-president. VALIO (Finland).
- **Jan Ehrensvärd.** Vice-president. LANTMÄNNEN. LFR (Sweden).
- **Andrea Fedrizzi.** Marketing and Communication Manager. MELINDA (Italy).
- **Philippe Saux.** General Manager EURALIS (France).
- **Pekka Pesonen.** Secretary-General. COPA-COGECA.

**Moderator: Ramón Armengol Torrent.** President of COGECA.



17:30

**Roundtable discussion: The present and the future. The vision of the agri-food chain**

**The vision of suppliers.**

**Ronan de Hercé.** Director General of Syngenta Spain and Portugal.

**The vision of the food industry.**

**Mauricio García de Quevedo Ruiz.** Director General of FIAB.

**The vision of distribution.**

**Ignacio García Magarzo.** Director General of ASEDAS.

**Moderator: Carmen Moreno Vargas.** Director of Extremadura Agri-food Cooperatives.

19:00

**End of the day**

21:00

**WORKING DINNER (HOTEL BEATRIZ)**



**DRAFT AGENDA**  
**DAY 1 JULY**



## MORNING

### SESSION III: AGRI-FOOD COOPERATIVES, THE WAY FORWARD FOLLOW

09:00

#### Reception of attendees

09:10

#### Opening of session by AgroBank

- **Jaime Campos Muñoz.** Territorial director of CaixaBank in Castilla-La Mancha.

09:20

#### Panel of experts: Creating more added value

- **Ana Carrasco Pérez.** Director of R+D+i at UDAPA.
- **Abdón Catalán Lázaro.** Director of CHAMPINTER.
- **Rafael Sánchez de Puerta Díaz.** Director of DCOOP.
- **Mónica Tierno Díaz.** Director of AGRUPACION VALLE DEL JERTE.
- **Ignacio Zabaleta Jurío.** Director of COOPERATIVA AGRÍCOLA DE ARTAJONA.

**Moderator: Jaime Martínez Conradi Álamo.** Director of Andalucía Agri-food Cooperatives.

10:40

#### Panel of experts: Environmental sustainability

- **Pedro Ruiz García.** President of LA PALMA.
- **Julián Díaz García.** President of ALIMER.
- **Emili Nebot Miralles.** Director of AGROCAT.
- **Alejandro Molina Molla.** President of COFRUDECA.

**Moderator: Maite Corres Manero.** Technical Coordinator of KONFEKOOP, agri-food section.





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11:50 - 12:30 **COFFE BREAK**

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12:30

**Panel of experts: The role of cooperatives in social sustainability**

**Introduction:**

**Census of agriculture: Generational renewal, Equality**

**Isabel Bombal Díaz.** Director General for Rural Development. Ministry of Agriculture, Fisheries and Food and Agriculture.

**Panel of experts agri-food cooperatives**

- **Inés Guillén Beloso.** President of the Working Group of Young Cooperative members of Spanish Agri-food Cooperatives.
- **Ricardo Delgado Vizcaíno.** President of COVAP.
- **Juan José Molés Vives.** Director of GRUPO ARCOIRIS.
- **José Luis González García.** President of COOPERATIVA DE FRESNILLO.

**Moderator: Isabel Díaz Pérez.** Director of Principado de Asturias Agri-food Cooperatives.

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14:00 - 16:00 **LUNCH**

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# AFTERNOON

## SESSION IV: STRATEGIES FOR THE FUTURE

16:00



DOWNLOAD  
PECOOP

### **Speech: “The agri-food cooperative of 2030” (Strategic plan of the Spanish Agri-food Cooperative Movement-PECOOP)**

- **Gabriel Trenzado Falcón**. Technical Director of Spanish Agri-food Cooperatives.

**Moderadora: Jerónima Bonafé Ramis**. President of Illes Balears Agri-food Cooperatives.

16:30

### **Own brand “Producto Cooperativo”**

**Speech: The importance of the brand in the agri-food sector.**

- **César Valencoso Gilabert**. Director of Consulting. Kantar Worldpanel.

**Panel of experts: Own brand “Producto Cooperativo”**

- **Enrique de los Ríos Porras**. Director General of UNICA GROUP.

- **Joan Mir Piqueras**. Director General of ANECOOP.

- **Enrique Colilles Cascallar**. Director General of TROPS.

**Moderator: Agustín Herrero González**. Director of Spanish Agri-food Cooperatives.



17:45

**Acting: “Dar el DO de pecho (Give your best)”**

- Tenor Zapata.

18:30

**Closing ceremony**

- **D. Fernando Miranda Sotillos.** Secretary-General for Agriculture and Food. Ministry of Agriculture, Fisheries and Food.

- **D. Francisco Martínez Arroyo.** Regional Minister for Agriculture, Water and Rural Development. Regional Government of Castilla-La Mancha.

- **D. Ángel Villafranca Lara.** President of Spanish Agri-food Cooperatives.

19:30

**End of the day**

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21:30

**END-OF-CONGRESS DINNER**

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**AgroBank**



Knowledge grows

