



Centre International de Hautes Etudes Agronomiques Méditerranéennes

CIHEAM BARI

press release

20 October, 2021

CIHEAM Bari, 25-28 October
Mediterranean Innovation Agrifood Week

28 October, 16:00

International workshop

Dialogues on Mediterranean agrifood system innovation

A week of meetings, seminars, workshops, and brokerage on the agenda at CIHEAM Bari from 25 to 28 October, with a focus on innovation and creation of start-ups in the Mediterranean area, seeking to strengthen youth entrepreneurship and cooperation.

About one hundred lecturers, start-uppers, agricultural entrepreneurs, and international experts are expected to attend the Mediterranean Innovation Agrifood Week, aimed at promoting innovative agriculture in the Mediterranean region.

This event is jointly organised by CIHEAM Bari and the MIP, Mediterranean Innovation Partnership (a network coordinated by CIHEAM Bari that brings together eight countries from the southern shore of the Mediterranean), as part of WaterMedYin project, funded by the Italian Cooperation.

The Mediterranean Innovation Agrifood Week is one of the many activities that CIHEAM Bari has been running in the Mediterranean area since 2016 to support start-ups and innovation in the agrifood supply chain, also including an international Master in "open innovation and youth entrepreneurship" and the MIP network.

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The meetings will take place at the campus of CIHEAM Bari and some activities will also be accessible online.

From 25 to 27 October several meetings and workshops will be held to enhance the skills of managers in Innovation support organisations across the Mediterranean and the MIP Network's focal points.

On Thursday 28, fifteen start-ups from Lebanon, Palestine, and Tunisia, selected by an international committee within the WaterMedyin project, will showcase their innovative entrepreneurial activities to a qualified audience of investors, senior companies, public and private institutions (Brokerage Committee). After the pitch presentation, the operators will be invited to attend bilateral meetings with the start-ups in a dedicated exhibition area on CIHEAM Bari's campus to discuss potential collaboration opportunities.

Moreover, an international workshop will be held at 16:00: *Dialogues on Mediterranean agri-food system innovation*. The aim is to help identify proper strategies to create an enabling environment for the sustainable development of the agrifood sector: a cornerstone for the socio-economic growth in many Mediterranean countries, which must leverage on young people, start-ups and the combination of business innovation and competitiveness.

Drawing on the experience gained by CIHEAM Bari with the WaterMeDYIN project (<https://www.watermedyin.net/>) and through the Mediterranean Innovation Partnership network (<https://mip.iamb.it/>), and thanks to the testimony of stakeholders and actors from the public and private sectors, the workshop will focus on the importance of promoting and developing youth entrepreneurial initiatives by interlinking business innovation and competitiveness.

This linkage is the driving force for the creation and change of agrifood businesses, as it integrates all three dimensions - environmental, social, and economic, of sustainable development in line with the United Nations 2030 Agenda.

The workshop will be opened by **Maurizio Raeli**, director of CIHEAM Bari, **Michele Emiliano**, president of Apulia Region, **Teodoro Miano**, vice-president of CIHEAM, **Jihen Boutiba**, Secretary-General of BUSINESSMED. The programme also includes contributions from the representatives of prominent international and national organisations,

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namely AICS, Union for the Mediterranean, ICARDA, Startup Italia, Allianz biodiversity-CGIAR, Piccola Industria - Confindustria.

A memorandum of understanding will then be signed by BUSINESSMED and CIHEAM Bari to further involve Mediterranean businesses in entrepreneurial innovation and start-up development initiatives.

To participate in the international workshop *Dialogues on Mediterranean agri-food system innovation* you can register at the following link:

<https://events.iamb.it/p/event/medagrweek>

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