

## LIVING LAB FRUITful Future - AGENDA 21.11.2024

| Time  | Agenda Item   | Details   | Speaker   |
|-------|---|---|---|
| 08:30 | Registrations & Networking/ Welcome Coffee                              |   |   |
| 09:00 | Opening Remarks & Introduction to EXCEL4MED                             | Overview of an EU-funded project advancing green innovations and technological solutions for food waste valorization in the Mediterranean food supply chain.  | <b>Josephine Schembri</b> ,<br><i>CO Market Regulation, Malta Food Agency</i>   |
| 09:10 | Business Strategy for Fruit Products                                    | Using business strategies to bring high-quality fruit products to market.   | <b>Dr. Aybike Bayraktar</b> ,<br><i>Ph.D. Researcher, Mediterranean Agronomic Institute of Montpellier;</i><br><br><b>Johan Zammit</b> ,<br><i>Management and Innovation Consultant</i> |
| 09:20 | Developing an Innovation Ecosystem in Mediterranean Fruit Supply Chains | Launching an Excellence Hub between Greece, Malta, and France to support sustainable collaboration across producers, processors, consumers, and policymakers. | <b>Ing. Joseph P Sammut</b> ,<br><br><i>Director, MediMalta Network and Malta Innovation Hub</i>  |
| 09:30 | <b>Workshop Sessions</b><br>Part 1: Local Food Production Case Studies  | Two concurrent workshops exploring local food production, focusing on economic, environmental, and social impacts.  | <b>Workshop Facilitators</b>  |
| 10:30 | Coffee break  |   |   |
| 10:45 | <b>Workshop Sessions</b><br>Part 2: Strategy Development                | Refining ideas from Part 1, focusing on resources, goals, and practical steps forward.  | <b>Workshop Facilitators</b>  |
| 11:45 | Final Presentation and Discussion                                       | Summary of insights and outcomes from the workshops.  | <b>Workshop Facilitators</b>  |
| 12:30 | Lunch   |   |   |