

# Agritech Israel 2018

Tuesday, May 8, 2018

07:30-17:00	Registration
08:45-09:30	<p><b><u>Opening Ceremony</u></b> <b>Moderator &amp; Chairperson:</b> Dr. Uri Yermiyahu, President, Agritech Conference <b>Mr. Ofir Libstein</b>, Agritech Israel Chairman <b>Min. Uri Ariel</b>, Israeli Minister of Agriculture and Rural development <b>Min. Eli Cohen</b> - Israeli Minister of Economy and Industry <b>Gov. Eric Holcomb</b>, Governor of Indiana <b>Mr. Adiv Baruch</b>, Chairman, Israel Export Institute <b>Prof. Eli Feinerman</b>, CEO, ARO, Volcani Center <b>Mr. Aharon Aharon</b>, CEO, Israel Innovation Authority</p>
09:30-10:00	<p><b><u>Public Policy</u></b> <b>Moderator &amp; Chairperson:</b> Dr. Uri Yermiyahu, President, Agritech Conference</p> <p><b>Opening Keynote:</b> Ms. Monique Barbut, Head of UNCCD (United Nations Convention to Combat Desertification)</p>
10:00-11:00	<p><b>Mashav Special Session Part 1:</b> <b>Marking 60 Years of MASHAV – Israel's Agency for International Development Cooperation, Ministry of Foreign Affairs</b></p> <p><b><u>Agriculture and Food Policies in Arid and Semi-Arid Countries</u></b> <b>Moderator:</b> Ambassador Gil Haskel, Head of MASHAV, MFA Ministerial Round Table - <b>Challenges and solutions in agricultural and food policies in arid and semi-arid areas</b></p>
11:00-12:15	<p><b>Mashav Special Session Part 2:</b> <b>Marking 60 Years of MASHAV – Israel's Agency for International Development Cooperation, Ministry of Foreign Affairs</b></p> <p><b><u>Family Farming Combating the Desert</u></b> <b>Moderator:</b> Ambassador Yuval Fuchs, Deputy Head of MASHAV, MFA Q&amp;A with Ministers and Experts</p>
12:15-13:00	Lunch Break

13:00-14:50	<b><u>Family &amp; Smallholders Farming</u></b> Hall A2		<b><u>Protected Cultivation and Plant Protection</u></b> Hall A3	
	<b>Moderator: Dr. Ruti From-Arica</b> , Director of the Planning Authority, Israel Ministry of Agriculture and Rural Development			<b>Moderator: Dr. Arnon Dag</b> , Senior Researcher, ARO, Volcani Center
13:00-13:30	<b>Keynote: Dr. Shoshan Haran</b> , Founder & General Manager, Fair Planet - <b>Fair Planet – Bridging the Seed Gap</b>		13:00-13:30	<b>Keynote: Prof. Dani Shtienberg</b> , Deputy Director for Strategic Development, ARO, Volcani Center - <b>Management of bacterial canker of tomatoes grown under net in semi-arid conditions</b>
13:30-13:50	<b>Ms. Tammy Erann Soussan</b> , Head of the French Division in MATC, MASHAV- <b>Technical Innovation for Poverty Alleviation: The TIPA Model for empowering Smallholder Farmers in Africa</b>		13:30-13:50	<b>Dr. Hagai Yasuor</b> , Senior Researcher, ARO, Volcani Center - <b>Heat stress in protective vegetable crops, mechanisms and agronomical challenges</b>
13:50-14:10	<b>Dr. Ram Fishman</b> , Assistant Professor of Public Policy, Mana Center, Tel Aviv University - <b>Understanding barriers to technology adoption by smallholders</b>		13:50-14:10	<b>Ms. Alona Ron-Snir</b> , CEO, DryGair Energies - <b>Innovative solution for controlling humidity within the growing facilities/ greenhouse</b>
14:10-14:30	<b>Ms. Nitzan Solan</b> , Co-founder & CEO, Living Box LTD - <b>Hydroponics, grow anywhere for everyone</b>		14:10-14:30	<b>Prof. Avital Bechar</b> , Senior Researcher, ARO, Volcani Center - <b>Robotics for precision agriculture tasks in protected crops</b>
14:30-14:50	<b>Mr. Bing Zhao</b> , P4P Director and Global Coordinator, UN World Food Programme - <b>Pro-smallholder procurement, and the importance of market access</b>		14:30-14:50	<b>Dr. Meir Teitel</b> , Senior Researcher, ARO, Volcani Center - <b>Methods for the reduction of heat load in protected crops under warm climatic conditions</b>

14:50-15:10	Coffee Break		
15:10-17:00	<b><u>Global Projects</u></b> Hall A2		<b><u>Africa</u></b> Hall A3
	<b>Moderator: Zvi Herman</b> , Executive Director, LR Group		<b>Moderator: Mr. Rafi Nevo</b> , Agritech Conference Coordinator, Shirat Enterprises Ltd.
15:10-15:35	<b>Keynote: Prof. Dr. Bekir Erol AK</b> , Faculty of Agriculture, Department of Horticulture, Turkey - <b>The impact of Atatürk Dam on horticultural and field crops at southeast anatolian region</b>	15:10- 15:30	<b>Keynote: Ambassador Gideon Behar</b> , Head of Bureau Africa Division, Israel Ministry of Foreign Affairs - <b>Africa: The implications of climate change, desertification and population growth</b>
15:35-16:00	<b>Keynote: Mr. Frank DiBello</b> , CEO and President of Space Florida Corporation - <b>Discovery science from space towards solutions to agriculture and water challenges</b>	15:30- 16:30	<b>Keynote: Mr. Ran Maidan</b> , President & CEO, Netafim  <b>Panel: The Future is now: Transformations in Agriculture Happening in Africa</b>  <b>Moderator: Mr. Elad Levy</b> , Head of Netafim-Africa  <b>Panelists:</b> <b>1. Ms. Clare Akamanzi</b> , CEO, Rwanda Development Board (RDB) <b>2. Mr. Richard Colback</b> , Head, IFC Africa <b>3. TBA</b> from Rai Group <b>4. Mr. Abubakar Bakhresa</b> , Managing Director, Azam Group <b>5. Mr. Daouda Fall</b> , Chairman & CEO, Brahms Group
16:00-16:20	<b>Mr. Arnon Rosenbaum</b> , VP Projects & Business Development, Netafim - <b>Bridging the water gap with</b>	16:30- 16:45	<b>Mr. Hillel Magen</b> , VP Agronomy, ICL Fertilizers Ltd. and Director, IPI - <b>Delivering fertilization</b>

	<p>micro-irrigation technology.  <b>Ramthal Lift Irrigation Project</b>  - Case study of the world's largest drip irrigation project</p>			<p>knowledge through a large scale reach out project to potato and tomato farmers in Kenya</p>
16:20-16:40	<p><b>Dr. Patricia Imas</b>, Chief Agronomist, ICL Fertilizers Ltd.  - Potash for Life - <b>A large scale project for last-mile knowledge delivery to farmers on balanced use of fertilizers in India</b></p>		16:45-17:00	<p><b>Prof. Itamar Glazer</b>, Deputy Director for Research and Development, ARO, Volcani Center - <b>Strategies and approaches for the support of African agricultural development</b></p>
16:40-17:00	<p><b>Mr. Moti Harari</b>, R&amp;D Southern Arava - <b>Furrows in the desert- Agricultural development project, Turkana, Kenya</b></p>			
<h2 style="margin: 0;">Agritech Israel 2018</h2> <p style="margin: 0;">Wednesday, May 9, 2018</p>				
08:00-16:00	<p><b>Registration</b></p>			
08:30-10:00	<p><b>Smart Agriculture</b>  <b>Moderator: Dr. Victor Alchanatis</b>, Manager, Agriculture Engineering Institute, ARO, Volcani Center</p> <p>08:30-08:55: <b>Keynote: Dr. George Vellidis, Professor</b>, Director of Academic Programs, Crop and Soil Sciences Department, Tifton Campus, University of Georgia – <b>SmartIrrigation – the Pathway to Sustainable Intensification</b></p> <p>08:55-09:15: <b>Keynote: Prof. Eugene Kandel</b>, CEO, Start-Up Nation Central - <b>Overview on Israeli innovative and entrepreneurial ecosystem in Agriculture</b></p> <p>09:15-09:30: <b>Prof. Arnon Karnieli</b>, Ben-Gurion University of the Negev - <b>Selected applications of the VEN<math>\mu</math>S satellite for precision agriculture</b></p> <p>09:30-09:45: <b>Mr. Ran Maidan</b>, President &amp; CEO, Netafim - <b>From Depending on Rain Clouds to Harvesting the Power of the Digital Cloud</b></p> <p>09:45-10:00: <b>Prof. Ilan Halachmi</b>, Research Scientist, Head of the PLF lab, ARO, Volcani Center - <b>Adapting sensor-based precision livestock farming (PLF) to climate changes and semi-arid agriculture</b></p>			

<b>10:00-11:00</b>	<p><b>Israel Innovation Authority Presentations to Start-Up Companies</b></p> <p>10:00-10:15: <b>Moderator &amp; Keynote: Ms. Anya Eldan</b>, Vice President, Start-Up Division, Israel Innovation Authority - <b>Agriculture – Growth Engine?</b></p> <p>10:15-11:00: <b>Start-Up Pitch:</b></p> <ul style="list-style-type: none"> <li>• <b>AGROWING</b> - Agrowing has vast experience in video and image compression and processing, as well as intimate knowledge of the way cameras and sensors work.</li> <li>• <b>CROPX TECHNOLOGIES LTD.</b> - Cropx offers an integrated hardware and software system for measuring soil moisture, temperature and electrical conductivity and sending that data to the cloud where it can be accessed from any mobile or fixed device.</li> <li>• <b>EDETE</b> - Edete Precision Agriculture Technologies is solving the world's ever-growing pollination challenge by developing and manufacturing an efficient, automated fruit orchard pollination system and providing optimized pollination services to companies and growers.</li> <li>• <b>FIELDIN TECH</b> - FieldIn is an end-to-end pest management software solution for professional growers of specialty crops. We help growers and large grower organizations save money on more efficient crop protection practices, reducing overall use of pesticides and eliminating spray mistakes.</li> <li>• <b>MANNA IRRIGATION INTELLIGENCE</b> - The Manna Irrigation Intelligence solution is a sensor-free, cloud-based software that provides growers with irrigation recommendations, crop monitoring maps and irrigation planning tools.</li> <li>• <b>TEVEL-AGTECH –</b></li> <li>• <b>TRELLIS</b> - Trellis uses cutting-edge AI algorithms to help you understand and predict real-time threats to your supply chain, including missed targets in quality, quantity, price, and timing, so you can plan accordingly or even avoid them entirely.</li> </ul>	
<b>11:00-11:20</b>	<b>Coffee Break</b>	
<b>11:20-13:20</b>	<u><b>Water and Irrigation (Qualities)</b></u> <b>Hall A2</b>	<u><b>Agriculture Regional Projects and Project Financing</b></u> <b>Hall A3</b>

	<b>Moderator: Prof. Alex Furman</b> , Associate Professor, Technion		<b>Moderator: Mr. Ami Lustig</b> , Public management Chairman of Agro division at the Israel Export Institute
11:20-11:50	<b>Keynote: Dr. Jose Enrique Fernandez Luque</b> , Senior Researcher, Institute of Natural Resources and Agobiology, CSIC Seville - <b>How far are we from effective irrigation scheduling?</b>	11:20-11:45	<b>Keynote: Prof. Uri Shani</b> , The Hebrew University - <b>"MED-DEAD" Canal</b>
11:50-12:10	<b>Dr. H.P. Singh</b> , Chairman, ASSOCHAM Council, India - <b>TBA</b>	11:45-12:10	<b>Keynote: Prof. Ashok Gulati</b> , Chair Professor Agriculture (ICRIER), Indian Council for Research on International Economic Relations - <b>Agriculture Market Reforms</b>
12:10-12:30	<b>Dr. Shmuel Assouline</b> , Senior Researcher, ARO, Volcani Center - <b>Long-term irrigation with treated wastewater: Effects on soil properties and growth conditions</b>	12:10-12:40	<b>Mr. Arnaud Cachard</b> , Director and Head of Export Finance International, Credit Suisse, Switzerland  <b>Ms. Yeliz Tufekcioglu</b> , Head of European Region International Network, SACE
12:30-12:50	<b>Dr. Alon Ben-Gal</b> , Senior Researcher, ARO, Volcani Center - <b>Salt of the earth? The potential and challenges of irrigation with non-conventional water sources</b>	12:40-13:00	<b>Dr. Arnon Dag</b> , Senior Researcher, ARO, Volcani Center - <b>Mid East Regional Cooperation on development of Olive agriculture and industry</b>
12:50-13:10	<b>Dr. Adva Zach-Maor</b> , VP R&D, Amiad Filtration - <b>Analog Innovation in a digital world – The new concept for sustainable filtration solutions</b>	13:00-13:20	<b>Dr. Gal Yaacobi</b> , Bio-Bee - <b>Fruit flies management using biological control at a regional scale</b>
<b>13:20-14:00</b>	<b>Lunch Break</b>		

	<b><u>Water and Irrigation</u></b> <b><u>(Operations, Conveyance,</u></b> <b><u>Economics)</u></b> <b>Hall A2</b>		14:00-14:20  <b>Ms. Nina Lehmann</b> , Director for Agricultural Development Cooperation in Africa, Training Programs and Environment, CINADCO & <b>Ms. Shuli Kurzon van Gelder</b> , Director, Planning, Evaluation and Partnerships, MASHAV- <b>The cooperation between The Israeli and the Palestinian extension services</b>
14:00-15:50			<b><u>Soil</u></b> <b>Hall A3</b>
	<b>Moderator: Ms. Anat Lowengart</b> , Head of the Agroecology Division in the Extension Service, Israel Ministry of Agriculture and Rural Development		<b>Moderator: Dr. Dror Minz</b> , Director, Institute for Soil, Water and Environmental Sciences
14:00-14:30	<b>Prof. Naftali Lazarovitch</b> , Ben Gurion University of the Negev - <b>Drip fertigation for staple food crops: can we do it?</b>	14:20-14:50	<b>Keynote: Prof. Rene Castro-Salazar</b> , Assistant Director-General of Climate, Biodiversity, Land and Water Department, FAO - <b>The extent of forest in dryland biomes</b>
14:30-14:50	<b>Prof. Jack Gilron</b> , Co-Founder and CTO, ROTEC (Reverse Osmosis Technologies) - <b>Innovations in desalination industry</b>	14:50-15:10	<b>Dr. Gil Eshel</b> , Soil Scientist, Israel Ministry of Agriculture and Rural Development - <b>Challenges in protecting soil health in intensive agriculture located in a dry Mediterranean climate</b>
14:50-15:10	<b>Mr. Zafrir Sofer</b> , CEO, Palgey Maim - <b>Effluents- from burden to resource of irrigation</b>	15:10-15:30	<b>Dr. Guy Levy</b> , Researcher, ARO, Volcani Center - <b>Soil sodicity, salinity and structure degradation resulting from irrigation with low-quality water</b>

15:10-15:30	<b>Dr. Shabtai Cohen</b> , Senior Researcher, ARO, Volcani Center - <b>Crop water requirements and irrigation under screens and plastic without climate control</b>			
15:30-15:50	<b>Dr. Ofer Beeri</b> , Chief Scientist, Rivulis & Manna Irrigation - <b>Detecting plant water potential using remote sensing, for improved irrigation decisions</b>		15:30-15:50	<b>Dr. Eli Zaady</b> , Senior Researcher, ARO, Volcani Center - <b>Ecological stabilization of movable sand dunes at the edge of agricultural fields</b>
<b>15:50-16:10</b>	<b>Coffee Break</b>			
<b>16:10-18:00</b>	<b><u>Combating Desertification - Agriculture and Environment under Drought Conditions</u></b> Hall A2		<b><u>Crops</u></b> Hall A3	
	<b>Moderator: Dr. David Brand</b> , Chief Forester, JNF			<b>Moderator: Prof. Yoram Kapulnik</b> , Executive Director, BARD
16:10-16:35	<b>Hon. Carola Schouten</b> , Minister of Agriculture, Nature and Food Quality - <b>The Netherlands – Your Ally In The Battle Against Climate Change</b>		16:10-16:40	<b>Keynote: Prof. Yosef Mizrahi</b> , Ben-Gurion University of the Negev - <b>Cacti as possible future multipurpose desert crops</b>
16:35-17:00	<b>Keynote: Dr. Guillaume Gruere</b> , Senior Policy Analyst, Trade and Agriculture Directorate, OECD - <b>Confronting water scarcity risks in agriculture: what role for policies?</b>		16:40-17:00	<b>Mr. Miles Hurrell</b> , COO, Fonterra, New Zealand & Australia farmers & Dairy Co-operative - <b>Adaptability: the changing dynamics in resource availability NZ – and lessons to be learned from arid regions</b>
17:00-17:20	<b>Prof. Marcelo Sternberg</b> , Tel Aviv University - <b>Effects of climate change on grazing management: knows and unknowns in time of uncertainty</b>		17:00-17:20	<b>Dr. David J. Bonfil</b> , Senior Researcher, ARO, Volcani Center - <b>Israel, natural field lab - Wheat and climate change</b>



17:20-17:40	<b>Dr. Rakefet David-Schwartz</b> , Senior Researcher, ARO, Volcani Center - <b>Mechanisms to cope with water stress in forest trees at the semi-arid area in Israel</b>		17:20-17:40	<b>Dr. Yuval Cohen</b> , Senior Researcher, ARO, Volcani Center - <b>Date palm cultivation in Israel: Challenges and research achievements</b>
17:40-18:00	<b>Dr. Zvi Peleg</b> , The Hebrew University - <b>Variety Cultivation and adjustment to desert conditions</b>		17:40-18:00	<b>Mr. Gabi Wolkinson</b> , CEO, Sea Dream, Microdel Group - <b>Fish growth in the Desert</b>
18:00	<b>Closing Cocktail Evening for Lecturers and Organizers</b>			