



1st International Seminar ACCELERAGRO Innovating in Agribusiness

Venue: Auditório IAC, Agrishow 2016 – Ribeirão Preto, SP, Brazil

Date: April 28th, 2016

Sponsor: FAPESP and Agrishow

Organization: Luís Cortez (UNICAMP), João Furtado (Elabora Consultoria) and Ângelo Gurgel (FGV EESP/GV Agro)

Program

9:00 - Session 1: Opening Session

Chairman: Sérgio Carbonell, Director of Agronomic Institute-IAC and Director of Agropolo Campinas-Brasil

Speaker: Arnaldo Jardim, Secretary of Agriculture, São Paulo State

10:00 - Session 2: Innovation in "sugarcane and ethanol" business

Chairman: Mauro Carrusca, CEO CARRUSCA INNOVATION and Luiz Roberto Guimarães Guilherme, UFLA

Speakers: Gonçalo Pereira/UNICAMP (Granbio), Heraldo Negri/Diogo Rodrigues (BugBrasil from Esalq/USP), TBD (In Vitro Brasil), Monique Ines Segeren (PROCLONE), Marcelo Poletti (CEO of Promip Holding S.A), Efraim Albrecht (Agricef, spin-off from FEAGRI-UNICAMP)

Lunch - 12:00 to 14:00

14:00 - Session 3: The Experience of Start-up Companies in Agribusiness in US and Brazil

Chairman: Luís Cortez, Professor at UNICAMP and Adjunct Coordinator at FAPESP

Speaker: Parastoo Yaghmaee (Vice-President for Process Technology, RF Biocidics, Sacramento/CA, US), Cleveland Justis (Executive Director, Child Family Institute for Innovation and Entrepreneurship, UC Davis, Davis/CA, US), Timothy Stearns (Executive Director, Lyles Center for Innovation and Entrepreneurship, California State University, Fresno/CA, US)

15:00 - Session 4: Innovation in "animal sciences" business

Chairman: Eduardo Costa, Professor at Graduate at UFSC and Director-President of Pi-Academy

Speakers: Erika da Silva Carvalho Morani (President of Imprensa Biotechnology from UNESP), Douglas Alexandre Rizzanti Pereira (DAS Med)

15:45 - Session 5: Innovation in "precision agriculture and IT in agriculture"

Chairman: Sergio Marcus Barbosa, ESALQTEC Executive Manager

Speakers: Marcelo G.F. Lima (AGROINFO), Raimundo José de Souza (LogTrac), Daniel Duft (GEOCROP)

Discussions

16:30 - Session 6: Closing Ceremony

Luís Cortez (UNICAMP), João Furtado (Elabora Consultoria) e Ângelo Gurgel (FGV EESP/GV Agro)

Registration (limited spaces available)

<http://www.iac.sp.gov.br/agropolocampinasbrasil/index.html>

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