

# Agritech Israel 2018

Tuesday, May 8, 2018

07:30-17:00	Registration		
09:00-09:30	<b><u>Opening Ceremony</u></b> <b>Moderator &amp; Chairperson:</b> Dr. Uri Yermiyahu, President, Agritech Conference <b>Mr. Uri Ariel</b> , Israeli Minister of Agriculture and Rural development <b>Mr. Ofir Libstein</b> , Agritech Israel Chairman <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		
09:30-10:00	<b><u>Public Policy</u></b> <b>Moderator &amp; Chairperson:</b> Dr. Uri Yermiyahu, President, Agritech Conference  <b>Opening Keynote:</b> Ms. Monique Barbut, Head of UNCCD (United Nations Convention to Combat Desertification)		
10:00-11:00	<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>  <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>		
11:00-12:15	<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>  <b><u>Family Farming Combating the Desert</u></b> <b>Moderator:</b> Ambassador Yuval Fuchs, Deputy Head of MASHAV, MFA Q&A with Ministers and Experts		
12:15-13:00	Lunch Break		
13:00-14:50	<b><u>Family &amp; Smallholders Farming</u></b> <b>Hall A2</b>		<b><u>Agro Business and Project Financing</u></b> <b>Hall A3</b>
	<b>Moderator:</b> Rutie Frum Aricha, Israel Ministry of Agriculture and Rural Development		<b>Moderator:</b> Mr. Ami Lustig, Public management Chairman of Agro division at the Israel Export Institute
13:00-13:30	<b>Dr. Shoshan Haran</b> , Founder & General Manager, Fair Planet - "Fair Planet – Bridging the Seed Gap"	13:00-13:30	<b>Mr. Mario Bruni</b> , Director, Head of International Network, SACE S.p.A. Italy-

				<b>Agricultural Project Financing</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>Mr. Arnaud Cachard</b> , Director and Head of Export Finance International, Credit Suisse, Switzerland
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>Prof. Ashok Gulati</b> , Chair Professor Agriculture (ICRIER), Indian Council for Research on International Economic Relations
14:10-14:30	<b>Ms. Nitzan Solan</b> , Co-founder & CEO, Living Box LTD.		14:10-14:30	<b>TBA</b>
14:30-14:50	<b>Mr. Bing Zao</b> , P4P Director and Global Coordinator, World Food Programme		14:30-14:50	<b>TBA</b>
14:50-15:10	<b>Coffee Break</b>			
15:10-17:00	<b><u>Projects- The Global Experience</u></b> <b>Hall A2</b>		<b><u>Water and Irrigation (Operations, Conveyance, Economics)</u></b> <b>Hall A3</b>	
	<b>Moderator: Zvi Herman</b> , Executive Director, LR Group			<b>Moderator: Dr. Anat Levingart</b>
15:10-15:40	<b>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>		15:10-15:40	<b>Prof. Naftali Lazarovitch</b> , Ben Gurion University of the Negev - <b>"Drip fertigation for staple food crops: can we do it?"</b>
15:40-16:00	<b>Mr. Arnon Rosenbaum</b> , VP Projects & Business Development, Netafim - <b>Bridging the Water Gap with Micro-Irrigation Technology. Ramthal Lift Irrigation Project - Case study of the world's largest drip irrigation project</b>		15:40-16:00	<b>Prof. Jack Gilron</b> , Co-Founder and CTO, ROTEC (Reverse Osmosis Technologies) - <b>Innovations in desalination industry</b>
16:00-16:20	<b>TBA</b>		16:00-16:20	<b>Mr. Zafrir Sofer</b> , CEO, Palgey Maim - <b>Effluents- from burden to resource of irrigation</b>

16:20-16:40	<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>		16:20-16:40	<b>Dr. Shabtai Cohen</b> , Senior Researcher, ARO Volcani Center - <b>Crop water requirements and irrigation under screens and plastic without climate control</b>
16:40-17:00	<b>Mr. Moti Harari</b> , R&D southern Arava - <b>Furrows in the desert- Agricultural development project, Turkana, Kenya</b>		16:40-17:00	<b>Mr. Eyal Mor</b> , CEO, Manna Irrigation - <b>Water savings in irrigation using remote sensing</b>
17:00-18:30	<b>Innovation Authority Panel &amp; Presentations to Start-Up Companies</b>			
	<h2 style="text-align: center;">Agritech Israel 2018</h2> <p style="text-align: center;">Wednesday, May 9, 2018</p>			
08:00-16:00	<b>Registration</b>			
08:30-10:20	<b><u>Water and Irrigation (Qualities)</u></b> Hall A2		<b><u>Israeli Agriculture and the Neighboring Countries</u></b> Hall A3	
	<b>Moderator &amp; Chairperson:</b> <b>Prof. Alex Furman</b> , Associate Professor, Technion			<b>Moderator: TBA</b>
08:30-09:00	<b>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>		08:30-09:00	<b>Prof. Uri Shani</b> - "MED-DEAD" Canal
09:00-09:20	<b>Dr. HP Singh</b> , Director, Jain Irrigation systems & Chairman ASSOCHAM , India		09:00-09:20	<b>Dr. Arnon Dag</b> , Researcher, ARO Volcani Center - <b>Mid East Regional Cooperation on development of Olive agriculture and industry</b>
09:20-09:40	<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>		09:20-09:40	<b>Dr. Gal Yaacobi</b> , Bio-Bee - <b>Fruit flies management using biological control at a regional scale</b>
09:40-10:00	<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>		09:40-10:00	<b>Ms. Nina Lehman</b> , Director of overseas training, CINADCO & <b>Ms. Shuli Kurzon van Gelder</b> , Director, Planning, Evaluation and Partnerships, MASHAV- <b>The cooperation</b>

				between The Israeli and the Palestinian extension services
10:00-10:20	Dr. Adva Zach-Maor, VP R&D, Amiad Filtration - <b>Analog innovation in a digital world – the new concept for sustainable filtration solutions</b>		10:00-10:20	TBA
10:20-10:40	Coffee Break			
10:40-12:30	<b><u>Africa</u></b> Hall A2		<b><u>Soil</u></b> Hall A3	
	<b>Moderator: Mr. Itzik Ben-David</b> , Senior Deputy Director General - Foreign Trade, ISRAEL Ministry of Agriculture and Rural Development			<b>Moderator: Dr. Dror Mintz</b> , Manager, Soil and Water institute, ARO Volcani Center
10:40-11:00	<b>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>		10:40-11:10	<b>Mr. Frank DiBello</b> , CEO and President of Space Florida Corporation - <b>The Interface between outer Space, Soil, Agriculture and Water</b>
11:00-11:15	<b>Mr. Hillel Magen</b> , VP Agronomy, ICL Fertilizers Ltd. and Director, IPI - <b>Delivering fertilization knowledge through a large scale reach out project to potato and tomato farmers in Kenya</b>		11:10-11:30	TBA
11:15-11:30	<b>Prof. Itamar Glazer</b> , Researcher, ARO Volcani Center - <b>Strategies and approaches for the support of African agricultural development</b>		11:30-11:50	<b>Dr. Gil Eshel</b> , ARO Volcani Center - <b>Desert Soil Fertility and Conservation</b>
11:30-12:30	<b>Mr. Ran Maidan</b> , CEO, Netafim <b>Panel: The Future is now: Transformations in Agriculture Happening in Africa</b>		11:50-12:10	<b>Dr. Guy Levi</b> , ARO Volcani Center - <b>Soil salinity and destruction resulting from low-quality water</b>
			12:10-12:30	<b>Dr. Eli Zaady</b> , ARO Volcani Center - <b>Ecological stabilization of movable sand dunes at the edge of agricultural fields</b>

12:30-13:10	Lunch Break			
13:10-15:00	<b><u>Smart Agriculture</u></b> Hall A2			<b><u>Crops</u></b> Hall A3
	<b>Moderator: Dr. Victor Elchanati</b> , Manager, Agriculture Engineering Institute, ARO Volcani Center			<b>Moderator: Prof. Yoram Kapulnik</b> , CEO, BARD
13:10-13:40	<b>Dr. George Vellidis</b> , Professor, Director of Academic Programs, Crop and Soil Sciences Department, Tifton Campus, University of Georgia - <b>“SmartIrrigation – the Pathway to Sustainable Intensification”</b>		13:10-13:40	<b>Prof. Yosef Mizrahi</b> , Ben-Gurion University of the Negev - <b>Cacti as possible future multipurpose desert crops</b>
13:40-14:00	<b>Mr. Izhar Gilad</b> , Head of Commercial & Business Development, Digital Farming, Netafim - <b>From Depending on Rain Clouds to Harvesting the Power of the Digital Cloud</b>		13:40-14:00	<b>Dr. Yuval Cohen</b> , ARO Volcani Center - <b>Date palm cultivation in Israel: Challenges and research achievements</b>
14:00-14:20	<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>		14:00-14:20	<b>Dr. David J. Bonfil</b> , ARO Volcani Center - Israel, natural field lab - <b>Wheat and climate change</b>
14:20-14:40	<b>Prof. Eugene Kandel</b> , CEO, Startup Nation Central - Overview on Israeli innovative and entrepreneurial ecosystem in Agriculture		14:20-14:40	<b>Dr. Zvi Peleg</b> , The Hebrew University - <b>Variety Cultivation and adjustment to desert conditions</b>
14:40-15:00	<b>Prof. Ilan Halachmi</b> , Research Scientist, Head of the ARO lab, ARO, Volcani Center - <b>Adapting sensor-based precision livestock farming (PLF) to climate changes and semiarid agriculture</b>		14:40-15:00	<b>Mr. Gabi Wolkinson</b> , CEO, Sea Dream, Microdel group - <b>Fish growth in the Desert</b>
15:00-15:20	Coffee Break			
15:20-17:30	<b><u>Protected Cultivation and Plant Protection</u></b> Hall A2			<b><u>Combating Desertification by Sustainable Agriculture</u></b> Hall A3
	<b>Moderator: Dr. Arnon Dag</b> , Researcher, ARO Volcani Center			<b>Moderator: Mr. David Brand</b> , Chief Forester, JNF

15:20-15:50	<b>Prof. Dani Steinberg</b> , ARO Volcani Center - <b>Management of bacterial canker of tomatoes grown under net in semi-arid conditions</b>		15:20-15:50	<b>Dr. Guillaume Gruere</b> , Senior Policy Analyst, Trade and Agriculture Directorate, OECD
15:50-16:10	<b>Dr. Hagai Yasuor</b> , Researcher, ARO, Volcani Center - <b>Heat Stress in Protective Vegetable Crops, Mechanisms and Agronomical Challenges</b>		15:50-16:20	<b>Prof. Rene Castro-Salazar</b> , Assistant Director-General of Climate, Biodiversity, Land and Water Department, FAO
16:10-16:30	<b>Ms. Alona Ron-Snir</b> , CEO, DryGair Energies - <b>Innovative solution for controlling humidity within the growing facilities/ greenhouse</b>		16:20-16:40	<b>Prof. Marcelo Sternberg</b> , Tel Aviv University - <b>"Effects of climate change on grazing management: knows and unknowns in time of uncertainty"</b>
16:30-16:50	<b>Prof. Avital Bechar</b> , ARO, Volcani Center - <b>Robotics for precision agriculture tasks in protected crops</b>		16:40-17:00	<b>Dr. Rakefet David-Schwartz</b> , Researcher, ARO Volcani Center - <b>Mechanisms to cope with water stress in forest trees at the semi-arid area in Israel</b>
16:50-17:10	<b>Dr. Meir Teitel</b> , Senior Scientist, ARO, Volcani Center - <b>Methods for the reduction of heat load in protected crops under warm climatic conditions</b>		17:00-17:20	<b>TBA</b>
17:10-17:30	<b>TBA</b>			
<b>17:30-18:00</b>	<b>Closing Ceremony</b>			
<b>18:00-21:00</b>	<b>Start-Up Investors Conference</b>			
<b>19:00</b>	<b>Gala Evening at the Herods Hotel Hertzilya, marking MASHAV's 60th Anniversary (For Invitees only)</b>			