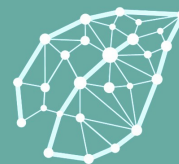


The First SFCOLAB International Wednesday

Wednesday 31st of March

14:00 to 16:00 Lisbon time

(15:00 to 17:00 CET)



**SMART FARM  
COLAB**

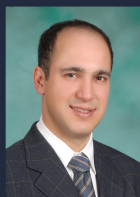
LABORATÓRIO COLABORATIVO  
PARA A INOVAÇÃO DIGITAL  
NA AGRICULTURA

# SFCOLAB International Wednesdays

**SFColab**

**Welcoming**

**2 Min**



**Dr. Kaveh Madani**

**The Justice implications  
of eating food**

**Invited  
Speaker**

**20 Min**

Kaveh Madani is an environmental scientist, educator, and activist with expertise in environmental security and analysing complex human-nature systems. He has previously served as the Deputy Vice President of Iran in his position as the Deputy Head of Iran's Department of Environment, the Vice President of the UN Environment Assembly Bureau, and Chief of Iran's Department of Environment's International Affairs and Conventions Center. He led Iran's delegation at the COP23 climate change negotiations in Bonn. He is currently a Visiting Fellow at the MacMillan Center for International and Area Studies of Yale University and a Visiting Professor at the Centre for Environmental Policy (CEP) of Imperial College London. He has more than 250 publications and has received a number of awards for his research, teaching, as well as outreach and humanitarian activities, including the New Face of Civil Engineering, Hydrologic Sciences Early Career Scientist Award, Arne Richter Award for Outstanding Young Scientists, Walter Huber Civil Engineering Research Prize, and Ambassador Award. He is Fellow of the American Geophysical Union (AGU) and the Environmental and Water Resources Institute (AGU). More about the speaker: <https://www.kavehmadani.com/>



**Dr. Oliviu Matei**

**Future 4D agriculture  
Concept**

**Future  
Technology**

**10 Min**

Oliviu Matei is professor of artificial intelligence at the Technical University of Cluj-Napoca, Romania, and the founder of software company HOLISUN. In his career encompassing almost 20 years, he was involved in 10 research projects (FP7, Horizon, Eurostars and ICT-AGRI-FOOD) and published almost 100 articles in the field of artificial intelligence, data mining, agriculture 4.0 and optimizations. His research interests and passion involve embedding state of the art technologies, including IoT, augmented reality and intelligent systems in established technologies.

**Centro Nacional de  
Competências para as  
Alterações Climáticas do  
Sector Agroflorestal (CNCACSA)**

**Recent  
Research &  
achievements**

**10 Min**

**SFColab**

**Calls and  
Opportunities**

**5 Min**

**SFColab**

**Closing**

**5 Min**

**Opening**

**10 Min**

**DGADR/RRN**

**"Rede Rural" as a tool for the  
dissemination of information  
and Knowledge**

**Sharing  
International  
experience**

**15 Min**

**Eng. Luigi Campello**

**Innovation and digitalization  
are imperative : the case of  
"Red Gold" in Middle East!**



Now entrepreneur, co-founder of Aurum Julii, Best Saffron in the World, and Business Angel, supporting and investing in Start ups, member of IAG (Italian Angels for Growth, largest Italian Association). He is also member of Technical Assessment Committee of Friuli Venezia Giulia Region. Engineer, graduated at Padova University, then University Assistant Teacher for Automation Controls. After experiences in Steel Industry, he got a Master in Business Administration alla SDA Bocconi (Milano) with Honour. He developed his international Manager career in ZANUSSI/ELECTROLUX: starting in ZANUSSI, 1981, with responsibility, among others, for delivering a turn key factory of refrigeration compressors in China (Tianjin), and continuing in ELECTROLUX with many different responsibilities in the world, based three years in Stockholm and five years in Brussels as head of Strategies for Europe. From 2005 to 2012 General Manager ELECTROLUX for Italy and also President of Greek subsidiary Electrolux Hellas. In 2014 he created, with other partners, EASY RAIN (a start up to contrast aquaplaning) which he has led to 2018 (successful exit). In 2015 he created AURUM JULII, to produce and market the best saffron in the world, which he is still leading.

**Risks in  
2021 !**

**3 Min**

**Movie**

**SFColab  
News**

**5 Min**

**SFColab**

**Challenges  
by  
Companies**

**10 Min**

**Eng. Carmo Martins**

**Climate change : main  
Challengers for agricultural  
Companies ( General Secretary  
from COTHN)**



Carmo is an Agronomist Engineer, with a Master's degree in Agrarian Economics and Rural Sociology, from Instituto Superior de Agronomia (ISA, Lisboa -Portugal). Her main activities include the technical support in fruit production; the project development over technical areas and the organization of seminars, events and conferences for dissemination of different actionable actions and project results. Since 2008, she has been the General Secretary of COTHN-CC, a National Horticultural and Technological Center- Competence Center. These activities include the representation of COTHN at National official entities such as INIAV, DGADR, GPP and Portuguese Ministry of Agriculture, in the debate of technical issues relevant to the fruit and vegetable sector.

**Contact Us:**  
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