

Opening ceremony programme structuring projects of Agadir Horticultural Complex (CHA)

Saturday, December 10, 2022

***Theme: "Research, Development and innovation Hub for resilient
and eco-efficient Agriculture in Souss Massa Region"***

- 09h00** Arrival and greeting of guests
- 09h15** Arrival and greeting of guests of honor
- 09h30** Prelude-Musical performance
- 10h00** Official opening ceremony:
- Inaugural address by His Excellency Mr. Mohammed SADIKI
Minister of Agriculture, Maritime Fishing, Rural Development,
Water and Forestry
 - Speech by the Council President of Souss Massa Region
 - Speech by the Dutch Minister of Agriculture
 - Speech by the President of the Chamber of Commerce and Industry
Morocco – Israel
- 10h-30-11h** Presentation of the strategic vision & structuring projects of CHA and
presentation of the restructuring project of the experimental station of CHA
by Pr. Farid LEKJAA- Director of the Agadir Horticultural Complex



**COMPLEXE
HORTICOLE D'AGADIR**



- 11h-11h45** Presentation of projects and startups-innovation center by Shirley SHAHAR- Co-founder and Chief Strategy Officer of DANA GLOBAL
- Presentation of the aeroponic blueberry project by Ms. Ghita BAHMAD- Co-founder and CEO of The Food Engineer-Canada
 - Presentation of the High-tech micro-irrigation system for citrus and date palm crops by Arie SHITRIT - CEO of VIRIDIX – Israel
 - Presentation of "Biologicals" by Itzhak Vilder- Agronomist at BIO CLOUD- Israel
 - Presentation of post-harvest technological solutions by Ori Ben Zeev - MIGAL R&D Center
- 11h45-12h** Presentation of the Incubator's business model- Acceleration program (in partnership with Israel) by Zada HAJ-Co-founder and CEO of DANA GLOBAL-
- 12h-13h** Presentation of the strategic alliances creating the Consortium for Agricultural Research, Development and Innovation by:
- M. Kamal OUHMAD – Managing Director of Driscoll's Morocco
 - M. Kacem BENNANI- SMIRES – Chairman and CEO of Duroc
 - M. Etienne ERASMUS– Managing Director of Netafim
 - M. Henri OOSTHOEK – CEO of Koppert
 - M. Martin HELMICH– CEO of Hoogendoorn Growth Management
 - M. Arno VERBOOM– CEO of Harvest House
- 13h-13h15** Presentation of Impact Cluster by M. Frans de Jong
- 13h15-13h30** Presentation of the strategic alliance of APEFEL within the Impact Cluster by M. Khalid SAIDI- President of APEFEL
- 13h15-13h30** Signature of Memorandum of Understanding and strategic agreements
- 13h30-13h45** Student Prizes and Awards of Dar TALIBA - BOUNAAMANE
- 13h45-14h15** Inaugural gesture of the Moroccan Dutch Horticultural Center of Excellence and the Incubator
- 14h30** Lunch