

CHANGE OF THE GAME

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3RD EU FRESH INFO FORUM & ROUND TABLE ROTTERDAM 29 & 30-11 2016

INVITATION EU FRESH INFO

We hereby invite you to participate in the 3rd EU Fresh Info. This year's focus is on the Change of the Game.

Developments nowadays are changing traditional plants in smart factories. Don't miss these developments, find out about the challenges; the do's and don'ts, discuss the outcomes with colleagues and join us during the 3rd EU Fresh Info Forum and Round Tables on November 29 and November 30 in Rotterdam.

Check out www.eufreshforum.com for the latest updates and an overview of last year's event.

An initiative of

Frug i Com

Foundation Platform Fresh Chain Information

In association with



CHANGE OF THE GAME

Now that digitalisation rapidly changes agricultural production processes, the chain and the market in general, it is essential for any entrepreneur to strategize on technological development. This is why on 29 and 30 november 2016, we will hold another edition of our EU Forum.

This forum consists of a series of presentations designed to provide entrepreneurs and managers from the agricultural sector a comprehensive overview of the developments in both

individual companies and the fresh produce industry in general as a result of growing technological possibilities. As in previous years, keynotes at the forum will come from all around the world from the fields of technology, trade, growers associations and retail.

Last year, **more than 320 delegates** met at the 2nd EU Fresh Info Forum & Roundtable at the SS Rotterdam. Two days of insightful presentations and fruitful discussions revealed that there are still some hurdles to be taken before the potential of the digital revolution can be fully exploited. That is why the focus this year will be on the change of the game in Fresh Produce.

Event partners



**Rotterdam
Food
Cluster**
Cultivating Food Solutions





30 NOVEMBER FORUM & ROUNDTABLES PROGRAM

Information(technology) is changing the game in Fresh Produce. This is the central theme of the 3rd EU FRESH INFO Forum & Roundtables. For the third time in succession, Frug I Com will organize this leading industry event on information management, information-standardization and information technology and development in fresh produce.

CLICK HERE TO START PLENARY

The program will start with addressing the impact of the CHANGE of the GAME in the Fresh Produce sector. Keynote speakers will highlight the impact that new technology has on the customer and the entire supply chain.

Select Game <Retail>

Impact of Masterdata on fresh supply; a retail perspective
N. Röhl, Dep. Leader Master Data, Edeka, Germany

Barcoding; a next level example by Iper.

E. Casalini, Barcode Specialist, GS1 Italy

Select Game <Supply>

Data based brand creation in Fruits & Vegetables

C. Waltert, Man. Business Excellence, SanLucar, Spain

J. Obels, Industry Lead Agriculture & Commodity Trading, Capgemini

Impact of information(technology) on supply chain & customers in Fresh Produce

S. Martina, CEO, The Greenery

LEVEL UP +1 BREAKOUTS -1-

In the breakout sessions, six themes will be addressed that are essential for companies not to be on **Gartner's EXIT-list**. Gartner predicted that "Digital business incompetence" will cause a quarter of businesses to lose competitive ranking in 2017.

First breakout sessions:

DATA QUALITY;

Kick-off of the Dutch Data Quality Programme for Fresh Produce by GS1 Netherlands/Frug I Com. Several speakers will explain what the Datakwaliteit 2.0 program means for Fresh Produce companies.

Speakers:

B. de Gruijter, Industry Manager Food, Health & Beauty, GS1

T. Vermeer, Data Architect, Sligro Food Group

T. Bouwman, Supply Chain Manager, Harvest House

Dutch Spoken



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TECHNOVATION;

Drones, robots and sensors are entering our sector: an update on major developments in technology in our industry.

Speakers:

P.A Genet, MsScience, WUR

J. Ijsselmuiden, Farm Technology Group, WUR

E.Egberts, CEO, BloomyPro

R. van Schaijk, R&D Manager, Holst-Center/Imec



INFO MARKET

At the info market you will be able to network and connect with solution providers in Fresh ICT. Get the latest updates about state-of-the-art solutions.

PARTICIPANTS

Capgemini- Rotterdam Food Cluster- Euro Pool System- Goldfish ICT Services – Descartes – Cegeka- Schouw Informatisering- Axians- GS1 Nederland- FarmDigital

Demonstration Area

Solution Providers give a live demonstration of their solutions for auto Identification, scanning, labeling and more.



MORE INFO: www.eufreshforum.com

SEE YOU IN ROTTERDAM!

FARM DATA; BREAKOUTS -1-

During this session, the results of the FarmDigital project will be presented from the perspective of business and science.

Chair:

K. Poppe, Research Manager & Senior Economist, WUR

Speakers:

M. Topper, Farmer, Zonneheerdt

N. Broersen, CEO, Agriplace

L. Ge, Senior Researcher, WUR

J.W. Kruize, Researcher, WUR

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3RD EU FRESH INFO FORUM & ROUND TABLE

ROTTERDAM 29&30 -11 2016



LEVEL UP +2 BREAKOUTS -2-

LOGISTICS;

Without logistics, there will be no fruit and vegetables on your plate. But what does the logistics of the future look like?

Speakers:

J. vd Berg, Author of "Highly Competitive Warehouse Management" & Owner Jeroen van den Berg Consulting

A. Trabelsi, CEO, Quicargo, Israel

R. Reiche, ICT Project Manager, Euro Pool System, Germany

FACT DRIVEN;

BIGdata is changing the decision-making process in fresh produce: from managing with our own green fingers to model based decisions: an update on how data is the oil of your company.

Speakers:

M. ten Thij, PhD Candidate, VU University Amsterdam

A. Lambrecht, Cloud Sales Executive, IBM, Belgium

K. van Donselaar & R. Broekmeulen, Assistant Professors, TU Eindhoven

CAPABILITY TO CHANGE;

One of the major issues is the capability needed to change the use of new technology in a company. It requires change of business processes, change of competences needed but also entails the struggle with fear of the unknown. In this breakout session, special attention will be given to this process of change and the people who have to implement it.

Speakers:

T. Quets, CIO, Cape Span, Belgium

L. Andriessen, Sr. Researcher, KPN

B. van der Veen, CEO, Arctic Solutions, Shanghai

GAME OVER? PLENARY

TrendZ!

On to 2030 and the impact on the fresh game ...

At the end of the day, you will probably be wondering: should I do something or do I need to wait? Renowned speaker **Richard van Hooijdonk** gives you the unique opportunity to catch a glimpse of future trends and the impact on fruits and vegetables.



29 NOVEMBER TECHNOLOGY TOUR

On 29 November 2016, you are able to participate in a technology tour in which we will show you the latest developments in (ICT) technology in Dutch horticulture.

COMPANIES

UrbanFarmers, Den Haag

Ter Laak Orchids, Wateringen

Fresh Trade Company, Barendrecht (tbc)





MANAGEMENT DINNER 29 November - Evening

Change starts at the highest level. Digital transformation of the fresh companies management is essential for the next generation of fresh produce. The Management Dinner takes place on 29 November as part of the EU Forum. During this Dinner, CEO's of the Fresh Produce Centre members will discuss the Change of the Game.

This dinner is invitational only. More info @ the website.

GAME CHANGER #1 IS DATAQUALITY

COLLABORATION NETWORK PARTNERS

Growers, traders and technology companies have to work together for a disruptive approach towards technology & ICT in Fresh Produce. Our networkpartners invite you to participate, share knowledge and make it happen...



eufreshforum.com



**REGISTER
NOW**

LOCATION

The event will take place in Rotterdam at the SS Rotterdam, the largest passenger liner ever built in the Netherlands and numbered among the most successful liners which ever sailed the seven seas. Moored in the heart of the port of Rotterdam, amidst container terminals where fresh produce from the world is unloaded daily, it's an inspiring location. The SS Rotterdam is also the event's hotel with 250 rooms.

REGISTRATION & FEES

This year the organisers ask you to pay a small fee for your registration. At the early-bird-rate a full access pass is available from € 275,- excl. VAT (till 1 November). This registration includes access to the full program, the information market and lunch on 30 November. There is a special fee for partners' members. For details and registration go to www.eufreshforum.com Conference fees do not include accommodation.

MORE INFO

SPONSOR & INFORMATIONMARKET

To make participation affordable for all delegates there is a sponsor program and an information market that will cover a part of the costs. If you are interested in taking part in this event as a sponsor, please contact vanluijk@frugicom.nl.

READ MORE



And in Agf.nl, FreshPlaza
FruchtHandel Magazijn