



Preliminary Programme

GAF TALKS 2017
AGRICULTURE OF THE FUTURE: NEW TECHNOLOGY PATHWAYS

March 29th, 2017

12h30 – 13h20	WELCOME COFFEE
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13h20 – 13h50	OFFICIAL OPENING CEREMONY Authorities and Dignitaries
	OPENING SPEECH
	Blairo Maggi , Minister of Agriculture, Livestock and Food Supplies, Federative Republic of Brazil, Brasília, Brazil.

13h50 – 14h20	PANEL 1: BIG DATA IN AGRICULTURE
	<i>Speaker:</i> Alan Jorge Bojanic , Brazil Representative, FAO – United Nations Food and Agriculture Organization, Brasília, Brazil.

14h20 – 15h20	PANEL 2: SUSTAINABILITY AND COMPETITIVENESS IN AGRICULTURE
	Moderator: Mauricio Antonio Lopes , President, EMBRAPA, Brazil.
	<i>Speakers:</i> Roberto Rodrigues , Coordinator of the Agribusiness Center, FGV, São Paulo, Brazil Francisco Turra , Former Minister of Agriculture, Brasília, Brazil. Alysson Paulinelli , Former Minister of Agriculture, Brasília, Brazil.

15h20 – 15h50	PANEL 3: THE FUTURE OF AGRICULTURE
	<i>Speaker:</i> Hugh Grant , Chairman and Chief Executive Officer, Monsanto, Missouri, USA.

15h50 – 16h10	PANEL 4: A NEW FRONTIER IN BIOMASS ENERGY
	<i>Speaker:</i>



Luis Claudio Rubio, President, VIGNIS S/A, Campinas, Brazil.

16h10 – 16h40

COFFEE BREAK

16h40 – 17h10

PANEL 5: ARTIFICIAL INTELLIGENCE APPLIED TO AGRICULTURE

Speaker:

Ulisses T. Mello, Director, IBM Research, São Paulo, Brazil

17h10 – 17h50

PANEL 6: COOPERATION AS BASIS OF SUCCESS

Speaker:

Franklin Luzes Junior, COO, Microsoft Participações Ltda., São Paulo, Brazil.

Guests:

Igor Chalfoun CEO and Founder, Tbit Tecnologia e Sistemas, Lavras, Minas Gerais, Brazil.

Mariana Vasconcelos, Agro Smart, Piracicaba, Brazil.

Fernando Martins, Agro Tools, São Paulo, Brazil.

17h50 – 18h20

PANEL 7: DIGITAL TRANSFORMATION AND AGRIBUSINESS MANAGEMENT

Speaker:

Luis Cesar Verdi, Senior Vice President, Chief Customer Officer and Leader of S/4HANA, SAP Latin America and the Caribbean, São Paulo, Brazil.

18h20 – 18h50

PANEL 8: CONSUMER PERCEPTION OF AGRIBUSINESS

Speakers:

Roberto Lasalvia Schmidt, Marketing director, TV Globo, São Paulo, Brazil.

18h50 – 19h00

CLOSING REMARKS – CONCLUSIONS

19h00 – 21h30

NETWORKING COCKTAIL