

TUESDAY
27 FEB
2024



Open Innovation Approaches to Transform Mediterranean Food Chains in Fair and Sustainable Ecosystems

GourMed 2nd Open Innovation Community Workshop

CERTH premises, Central Administration Building, Amphitheater "Gerasimos Strintzis",
6th km Charilaou-Thermi Rd, Thessaloniki

AGENDA

09:15–09:30 am		<i>Arrival & Welcome coffee</i>	
<i>Defining Fairness</i> 09:30–11:00 am	Welcome and Opening remarks <i>Anagnostis Argiriou</i>		
	Introduction to the GourMed project <i>Georgia Ayfantopoulou</i>		
	Understanding Fairness in Local Ecosystems <i>Georgia Ayfantopoulou</i>		
	Empowering Greek SMEs through the implementation of Fair Price Functions for agri-food products <i>Ioannis Mallidis</i>		
11:00–11:15 am		<i>Coffee Break</i>	
<i>Business Models and Fairness</i> 11:15–12:30 am	Promoting the sustainability and competitiveness of the agri-food sector: The case of the AgroTechnology Export Cluster <i>Theodoros Tsarmoutzis</i>		
	Beauty Born of Bees, Raised by Science <i>Anagnosti John (Tasos) Choukalas</i>		
<i>Supporting Fairness & Sustainability in Agri-food</i> 12:30–13:45 am	Policies of the Region of Central Macedonia for the Sustainability of the Agri-food Sector <i>George Kefalas</i>		
<i>Consumers' Perspective & Willingness to Pay</i> 13:45–14:00 am	Decoding Consumer Choices: A Multinational Exploration of MED, Sustainable and Fair Products in the Food Chain <i>Anagnostis Argiriou</i>		
	Closing remarks & Photo Session <i>Anagnostis Argiriou</i>		
14:00–14:30 am		<i>Lunch & Networking</i>	

SPEAKERS



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Ass. Professor at School of Economic Sciences at the University of Western
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MR. ANAGNOSTI JOHN (TASOS) CHOUKALAS

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THEODOROS TSARMOUTZIS, MBA, MSC

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MR. GEORGE KEFALAS

Vice Governor of Central Macedonia