



Centre International de Hautes Etudes Agronomiques Méditerranéennes

CIHEAM BARI

press release

26 October, 2021

**CIHEAM Bari - 28 October, 16:00**

**International workshop**

***Dialogues on Mediterranean agrifood system innovation***

On Thursday 28 at 10:00, at CIHEAM Bari, fifteen start-ups from Lebanon, Palestine, and Tunisia, selected by an international committee within the WaterMedyin project, will showcase their innovative entrepreneurial activities to a qualified audience of investors, senior companies, public and private institutions (Brokerage Committee). After the pitch presentation, the operators will be invited to attend bilateral meetings with the start-ups in a dedicated exhibition area on CIHEAM Bari's campus to discuss potential collaboration opportunities.

Moreover, an international workshop titled *Dialogues on Mediterranean agri-food system innovation* will be held at 16:00. The aim is to help identify proper strategies to create an enabling environment for the sustainable development of the agrifood sector: a cornerstone for the socio-economic growth in many Mediterranean countries, which must leverage on young people, start-ups and the combination of business innovation and competitiveness. Drawing on the experience gained by CIHEAM Bari with the WaterMeDYIN project (<https://www.watermedyin.net/>) and through the Mediterranean Innovation Partnership network (<https://mip.iamb.it/>), and thanks to the testimony of stakeholders and actors from the public and private sectors, the workshop will focus on the importance of promoting and developing youth entrepreneurial initiatives by interlinking business innovation and competitiveness. This linkage is the driving force for the creation and change of agrifood businesses, as it integrates all three

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Press office

Dott. Stefania Lapedota

Via Ceglie, 9 - 70010 Valenzano (BA) ITALIA

T.: +39 080 4606271 Mobile: +39 320 7157864

[lapedotas@iamb.it](mailto:lapedotas@iamb.it) - [www.iamb.it](http://www.iamb.it)



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dimensions - environmental, social, and economic, of sustainable development in line with the United Nations 2030 Agenda.

The workshop will be opened by **Maurizio Raeli**, director of CIHEAM Bari, **Michele Emiliano**, president of Apulia Region, **Teodoro Miano**, vice-president of CIHEAM, **Jihen Boutiba**, Secretary-General of BUSINESSMED. The programme also includes contributions from the representatives of prominent international and national organisations, namely AICS, Union for the Mediterranean, ICARDA, Startup Italia, Allianz biodiversity-CGIAR.

A memorandum of understanding will then be signed by BUSINESSMED and CIHEAM Bari to further involve Mediterranean businesses in entrepreneurial innovation and start-up development initiatives.

To participate in the international workshop *Dialogues on Mediterranean agri-food system innovation* (in person or online) you can register at the following link: <https://events.iamb.it/p/event/medagrweek>

The workshop is part of the activities of the Mediterranean Innovation Agrifood Week, taking place at CIHEAM Bari (25-28 October). A week of meetings, seminars, workshops, and brokerage, with a focus on innovation and creation of start-ups in the Mediterranean area, seeking to strengthen youth entrepreneurship and cooperation and to enhance the skills of managers in Innovation support organisations across the Mediterranean and the MIP Network's focal points.

About one hundred lecturers, start-uppers, agricultural entrepreneurs, and international experts are expected to attend the Mediterranean Innovation Agrifood Week, aimed at promoting innovative agriculture in the Mediterranean region.

This event is jointly organised by CIHEAM Bari and the MIP, Mediterranean Innovation Partnership (a network coordinated by CIHEAM Bari that brings together eight countries from the southern shore of the Mediterranean), as part of WaterMedYin project, funded by the Italian Cooperation.

The Mediterranean Innovation Agrifood Week is one of the many activities that CIHEAM Bari has been running in the Mediterranean area since 2016 to support start-ups and innovation in the agrifood supply chain, also including

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an international Master in "open innovation and youth entrepreneurship" and the MIP network.

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