



Centre International de Hautes Etudes Agronomiques Méditerranéennes

CIHEAM BARI

press release

7 July 2023

What's next after Xylella?
Innovative solutions for agribusiness sustainability
11 July, 6 p.m. - 8.30 p.m.
Masseria Amastuola Wine Resort, Crispiano (Taranto)

As part of 'Sustainable Regeneration of Agriculture in Areas Affected by *Xylella fastidiosa*' Research & Development Project, CIHEAM Bari will be hosting an event on innovation for sustainable regeneration of agriculture in areas affected by *Xylella fastidiosa*.

The meeting will take place on 11 July 2023, from 6 p.m. to 8.30 p.m., in the impressive setting of Masseria Amastuola in Crispiano (Taranto province).

The event format will be a World Café; local businesses and experts will be involved to explore innovative approaches, products and processes developed in the agrifood sector. During the meeting, participants will have the opportunity to share problems and needs facing the Ionian Salento area and to figure out innovative solutions for coping with *Xylella fastidiosa* phytosanitary emergency.

During the event, two forthcoming project activities under Task 5.3, coordinated by CIHEAM in Bari, will also be presented. First, a training course designed to qualify Innovation Coaches, i.e., professionals who are expected to play a major role in disseminating the culture of innovation across the agrifood sector and in supporting businesses towards the adoption of innovative solutions. Second, the **Innovation Labs** intended for 5 companies in Salento to develop innovative solutions jointly with start-ups and spinoffs. Two expressions of interest will then be presented to select the course trainees and the companies.

The meeting will end with an innovation happy hour, during which participants will be able to further exchange and strengthen connections, thus creating a collaboration and support network to take up *Xylella fastidiosa* related challenges.

The event will be a major opportunity to promote innovation in the agrifood sector, showcasing new solutions developed by Puglia's research institutions and business community. CIHEAM Bari is committed to further supporting the sustainable regeneration of agriculture and the control of *Xylella fastidiosa* through innovative projects and fruitful collaborations. The 'Sustainable Regeneration of Agriculture in the Areas Affected by *Xylella fastidiosa*' R&D Project, coordinated by Puglia's Department of Agriculture, Rural

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Development and the Economy (DAJS), is implemented by the University of Salento, the University of Bari Aldo Moro, the *Politecnico di Bari*, the CNR Institute for Sustainable Plant Protection, CIHEAM Bari and the Centre for Climate Change Studies.
Please register here to attend the event: <https://events.iamb.it/p/event/worldrigenerazione>

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