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PHOTONICS<sup>21</sup>

PHOTONICS PUBLIC PRIVATE PARTNERSHIP



# EUROPEAN PHOTONICS ROADSHOW SERIES



## Amsterdam

## Photonics in Agriculture and Food

*"How to feed 9 billion people in 2050?"*



**KIT** Royal  
Tropical  
Institute

14<sup>th</sup> & 15<sup>th</sup> February 2019

Royal Tropical Institute (KIT)

Amsterdam



## A unique and interactive program on Agri & Food

One of the activities of the ÉPRISE-project is organizing European roadshows on Medical Technology, Pharmaceuticals, Agriculture and Food with Photonics as key enabling technology.

This roadshow focusses on Agriculture & Food. After the USA the Netherlands is worldwide the largest export market not only for agriculture and food products but also for innovative technology in these two application areas, with our Wageningen University & Research (WUR) in the frontline.

### Why you should attend

The roadshow aims on providing SME's with solutions on how to overcome the market barriers and boost collaboration in Europe via pre-arranged B2B meetings. This is an unique chance to meet other European photonics companies, end users and experts in Agriculture & Food. Take this special opportunity to find new leads for your business.

On the next page you will find our preliminary 2-days program that has been developed together with Dutch Optics Centre, FoodTechBrainport, OostNL, RVO, the WUR and in close collaboration with our ÉPRISE-partners.

On 14<sup>th</sup> February the program will focus on the value/product chain from R&D and expert presentations (Technology and Go-to-Market) up to about 15 pitches of SME's (photonics companies and end users). On 15<sup>th</sup> February we are developing a parallel program with presentations, pre-arranged B2B meetings and table-top presentations. After the roadshow there's an optional visit to the Tropen Museum.

Visit our PhotonicsNL-website [www.photonicsnl.org/events/eprise-roadshow-amsterdam](http://www.photonicsnl.org/events/eprise-roadshow-amsterdam) to see the most current program and to register as a participating company (B2B meeting, Pitch and Table-top presentation) or as a visitor.

*The ÉPRISE project, "Empowering Photonics through Regional Innovation Strategies in Europe", brings together nine leading photonics innovation clusters and national photonics platforms around Europe with the aim of supporting companies who use photonics to enter into four Life Sciences market sectors where Europe holds a leading position, namely Medical Technologies, Pharmaceuticals, Agriculture and Food.*

*The EPRISE project is a 30-month coordination program, started in January 2017 and will end in July 2019.*

*Photonics has been selected by the European Commission as one of the key enabling technologies to furthering technology in Healthcare and Agriculture and Food.*

**More info of ÉPRISE:** [www.eprise.eu](http://www.eprise.eu)

*Choosing KIT where our roadshow will take place is not accidental. KIT Royal Tropical Institute is an independent centre of expertise, education and intercultural cooperation dedicated to sustainable development. KIT focuses on key areas where it can make a difference: healthcare, gender and agriculture.*

**More info about KIT:** [www.kit.nl](http://www.kit.nl)



### Our program committee:

Guus Taminiau, PhotonicsNL

Ron van der Kolk, PhotonicsNL

Petra Wicherink, PhotonicsNL

Gerrit Polder, Wageningen University & Research

Ivo Ploegsma, FoodTechBrainport

Eddy Schipper, Netherlands Enterprise Agency (RVO)

Bart Snijders, Dutch Optics Centre, PhotonicsNL

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Netherlands Enterprise Agency

## Preliminary program 14<sup>th</sup> February \*

|               |                                                                                                                                                                                                                                                                                                                                                    |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:00 - 9:30   | Registration at KIT                                                                                                                                                                                                                                                                                                                                |
| 9:30 - 10:00  | <b>Opening Roadshow: “How to feed 9 billion people in 2050?”</b> <ul style="list-style-type: none"> <li>• Royal Tropical Institute (KIT), Our host</li> <li>• Benno Oderkerk, Chairman of PhotonicsNL</li> <li>• Ron van der Kolk, Director of PhotonicsNL</li> <li>• Cecilia Pinto, Coordinator of our ÉPRISE-project, Optitec, France</li> </ul> |
| 10:00 - 10:45 | <b>The Agriculture &amp; Food Market:</b> <ul style="list-style-type: none"> <li>• Overview of the Global, the European and the Dutch market</li> <li>• Future role of Photonics in Agriculture &amp; Food, <i>An introduction</i></li> </ul>                                                                                                      |
| 10:45 - 11:15 | Coffee break and informal meetings                                                                                                                                                                                                                                                                                                                 |
| 11:15 - 12:30 | <b>Technical Photonics innovation experts in Agriculture &amp; Food</b><br>Presentations of Photonics Technology in: <ul style="list-style-type: none"> <li>• Farming</li> <li>• Horticulture</li> <li>• Food</li> </ul>                                                                                                                           |
| 12:30 - 13:30 | Lunch at KIT and informal meetings                                                                                                                                                                                                                                                                                                                 |
| 13:30 - 14:45 | <b>Market and business experts in Agriculture &amp; Food</b> <ul style="list-style-type: none"> <li>• “Go-to-Market” challenges for Photonics companies and start-ups</li> <li>• International collaboration in Europe</li> <li>• Added value of investors</li> <li>• Practical advices for start-ups</li> </ul>                                   |
| 14:45 - 15:15 | Coffee break and informal meetings                                                                                                                                                                                                                                                                                                                 |
| 15:15 – 15:40 | View from the market Pitches of EU and NL companies and B2B Meet & Match                                                                                                                                                                                                                                                                           |
| 15:40-16:45   | Pitches of EU and NL companies and B2B Meet & Match                                                                                                                                                                                                                                                                                                |
| 16:30 - 17:00 | Discussion & Conclusions                                                                                                                                                                                                                                                                                                                           |
| 17:00 - 18:00 | Drinks and informal meetings                                                                                                                                                                                                                                                                                                                       |
| 18:00 - 20:00 | Dinner at Grand Café KIT                                                                                                                                                                                                                                                                                                                           |

\* Timetable is still provisional. See our website [www.photonicsnl.org](http://www.photonicsnl.org) for the most current program.

## Preliminary program 15<sup>th</sup> February \*

|               |                                                                                                                     |
|---------------|---------------------------------------------------------------------------------------------------------------------|
| 8:30 - 9:00   | Welcome with coffee                                                                                                 |
| 9:00 - 9:15   | Opening 2 <sup>nd</sup> day                                                                                         |
| 9:15 - 10:15  | Parallel program: Presentations of Technical Photonics Innovation Experts, Table Tops and B2B Meet & Match          |
| 10:15 - 11:00 | Coffee break, Table Tops and B2B Meet & Match                                                                       |
| 11:00 - 12:00 | Parallel program: Presentations of Technical Photonics Innovation Experts, Table Tops and B2B Meet & Match (cont'd) |
| 12:00 - 13:00 | Lunch at KIT and Table Tops                                                                                         |
| 13:00 – 13:45 | Plenary panel discussion with technical and business experts "Go-to-Market"                                         |
| 13:45 - 14:15 | Plenary <i>Mentimeter Survey</i> by Wageningen University                                                           |
| 14:15 - 14:30 | Wrap-up and Conclusions<br>Next ÉPRISE-roadshow on Food, 16 & 17 May 2019, Barcelona                                |
| 14:30 - 15:00 | Become acquainted with the Royal Tropical Institute                                                                 |
| 15:00 - 15:30 | Gathering with drinks and end of the Roadshow                                                                       |
| 15:30 - 17:00 | Visit to the Tropen Museum (optional)                                                                               |

\* *Timetable is still provisional. See our website [www.photonicsnl.org](http://www.photonicsnl.org) for the most current program.*



Tropen Museum Amsterdam: [www.tropenmuseum.nl/en](http://www.tropenmuseum.nl/en)

The roadshow is organized together with our ÉPRISE-partners



## Practical information

- Address of the Royal Tropical Institute (KIT)

Mauritskade 64  
1092 AD Amsterdam  
The Netherlands



**KIT** Royal  
Tropical  
Institute

- Hotel suggestion

Just around the corner of KIT is the [KIT Amsterdam Tropen Hotel](#)



**KIT** Royal  
Tropical  
Institute

- Route description

The easiest way (e.g. from Schiphol Airport) is traveling by train to Amsterdam Muiderpoort station via Amsterdam Central Station. From Muiderpoort Station it takes a 10 minutes' walk to the Royal Tropical Institute.

If you travel by car please note that at KIT there is very limited space for parking, unless you stay at the Tropen Hotel.

- Luggage

At KIT it's not possible to store your luggage. If necessary you can store your luggage at your hotel.



- Contact information PhotonicsNL

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