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## PRESS RELEASE

**1st National Conference on the Development of Greek Agriculture**

**"For a Sustainable and Competitive System of Agriculture and Food Products"**

**26 & 27 November 2014**

**Athens, Kastri – Centre for Sustainable Entrepreneurship "Exelixi"**

The development of a **Competitive and Sustainable Farming and Food products System** is the subject of the **1<sup>st</sup> National Conference organized by GAIA BUSINESS**. The conference aims to activate all agencies involved in the domestic agricultural economy, especially SMEs, which can contribute to restart and develop an extrovert food sector. The two-day conference will be held on **26 and 27 November** at the **Centre for Sustainable Entrepreneurship "Exelixi"**, located in **Kastri**. The conference venue will host an **exhibition of agricultural products** of innovative product businesses and their processing.

The first day of the conference will cover topics such as dealing with **the challenges and demands of rural development in the European Union**, the strategic directions and **policy priorities** for the development of the local agri-food sector, European and international development in **food demand**. It will also present the **European experience** in the implementation of **farm advisory systems** with reference to proposals for its exploitation at national level, but also the reference to the actions necessary to **strengthen liquidity** in an attempt to restart the agri-food sector. In order to **bridge the gap between research and production and export process**, the afternoon of the first day will highlight the contribution of the **technological channel of GAIA BUSINESS SA in linking research and innovation** to rural entrepreneurship. Additionally, selected **best practices** and **innovative research** and **technological activities** in the field of marketing, extroversion and production process improvement will be stressed.

On the second day of the conference, special reference to the contribution of the **European Innovation Partnerships** and their **Operational teams** to the sustainability of the agro-food sector will be made. In the same section, reference will be made to the importance of **"Producer Organizations"**, mainly on strengthening the position of their members in the supply chain, but also the challenges and requirements posed by the **"Food Industry"** for the utilization of domestic supply through the new Rural Development Program 2014-2020. The use of **Contract Farming** will also be a significant reference. Later the same day will take place **special thematic meetings** with participation of delegates selected according to their debate topics as to: a) the composition of the European Innovation Partnership and Business Groups, b) the strategy and priorities of Producer Organizations and

c) the creation of producers' support Advisory Structures.

For further information you can contact us, either by telephone at 2130187300, or by sending an e-mail at [marketing@c-gaia.gr](mailto:marketing@c-gaia.gr)

You can also visit the website of the conference at: <https://:congress.c-gaia.gr>