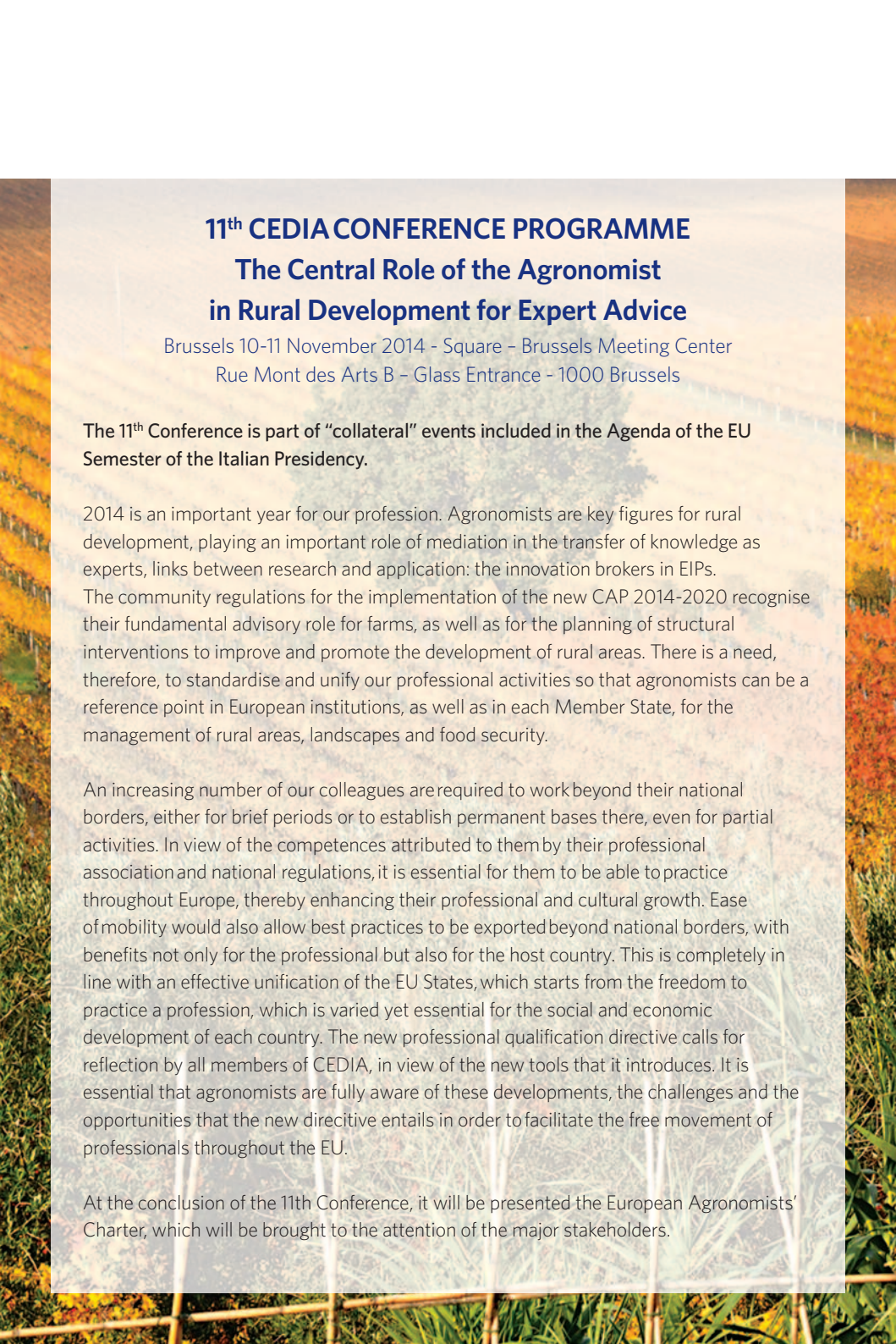


**11th CEDIA CONFERENCE PROGRAMME**  
**Brussels 10-11 November 2014**  
**Square – Brussels meeting center -**  
**Rue Mont des Arts B - Glass Entrance - 1000 Brussel**



**The Central Role of the Agronomist  
in Rural Development for Expert  
Advice**





# **11<sup>th</sup> CEDIA CONFERENCE PROGRAMME**

## **The Central Role of the Agronomist in Rural Development for Expert Advice**

Brussels 10-11 November 2014 - Square - Brussels Meeting Center  
Rue Mont des Arts B - Glass Entrance - 1000 Brussels

**The 11<sup>th</sup> Conference is part of “collateral” events included in the Agenda of the EU Semester of the Italian Presidency.**

2014 is an important year for our profession. Agronomists are key figures for rural development, playing an important role of mediation in the transfer of knowledge as experts, links between research and application: the innovation brokers in EIPs. The community regulations for the implementation of the new CAP 2014-2020 recognise their fundamental advisory role for farms, as well as for the planning of structural interventions to improve and promote the development of rural areas. There is a need, therefore, to standardise and unify our professional activities so that agronomists can be a reference point in European institutions, as well as in each Member State, for the management of rural areas, landscapes and food security.

An increasing number of our colleagues are required to work beyond their national borders, either for brief periods or to establish permanent bases there, even for partial activities. In view of the competences attributed to them by their professional association and national regulations, it is essential for them to be able to practice throughout Europe, thereby enhancing their professional and cultural growth. Ease of mobility would also allow best practices to be exported beyond national borders, with benefits not only for the professional but also for the host country. This is completely in line with an effective unification of the EU States, which starts from the freedom to practice a profession, which is varied yet essential for the social and economic development of each country. The new professional qualification directive calls for reflection by all members of CEDIA, in view of the new tools that it introduces. It is essential that agronomists are fully aware of these developments, the challenges and the opportunities that the new directive entails in order to facilitate the free movement of professionals throughout the EU.

At the conclusion of the 11th Conference, it will be presented the European Agronomists' Charter, which will be brought to the attention of the major stakeholders.

# Monday 10<sup>th</sup> November 2014

- 12:00/1:30 pm **Registration of participants – Room Silver Foyer**
- 2:00 pm **Opening of the 11th CEDIA Conference - European Congress**  
Moderator: **Bernard Bedarida** – le Figaro  
**Welcome speech by the Civil Authorities**  
**Maurizio Martina** Minister of Agricultural Food and Forestry Policies - Italy  
**Ambassador Marco Peronaci** Deputy Permanent Representative of Italy to the European Union  
**Herbert Dorfmann** Member European Parliament - Committee on Agriculture and Rural Development  
**Address by the Presidents:**  
**Sean Gaule** President of CEDIA  
**Andrea Sisti** President of CONAF
- 3:00 pm **FOCUS I - Room Silver hall - “The Agronomist: the advisor in rural development”**  
Moderator: **Francesca Cionco** - Agricultural Attaché Permanent Representation of Italy to the European Union  
**Aldo Longo** Head of Direction H - General aspects of Rural Development and Research and Innovation-DG Agri- European Commission  
**Patrick Stephenson** AICC (Association Independent Crop Consultants) Chairman  
**Monica Caggiano** PRO-AKIS
- 4:00 pm **Discussion**
- 4:30 pm **FOCUS II - Room Silver hall - “European Innovation Partnerships (EIP): the Innovation Broker”**  
Moderator: **Angelo di Mambro** Journalist  
**Rob Peters** Head of Unit H5 - Research and innovation - DGAgri - European Commission  
**Daniel Deybe** European Commission - DG Research & Innovation expert  
**Matteo Bartolini** CEJA President  
**Tom Kelly** Director of Knowledge Transfer Teagasc - Agriculture and Food Development Authority  
**Gianni Salvadori** Minister for Agriculture of Tuscany Region & ERIAFF Coordinator
- 5:30 pm **Discussion**
- 5:45 pm **Closing remarks**  
**Paolo De Castro** Member European Parliament - Committee on Agriculture and Rural Development
- 6:00 pm **Refreshments - Room Panoramic hall**
- 6:30 pm **Awarding of the 1st European photography prize: “European Rural Landscapes”**

The Conference can be followed by streaming from 2.00 pm to 6.00 pm on:  
[conferencecedia.conaf.it](http://conferencecedia.conaf.it) e [www.conaf.it](http://www.conaf.it)

# Tuesday 11<sup>th</sup> November 2014

9:00/9:45 am **Registration of participants - Room Silver Foyer**

10:00 am **FOCUS III – Room silver hall- “The European Agronomists’ Charter: an identity required by the single market for professional service”**

Moderator: **Rosanna Zari** – Vicepresident of CONAF

**Konstantinos Tomaras** Deputy Head of Unit “Free movement of professionals”,  
DG Internal Market and Services, European Commission

**Alejandro Marín Arcas** President of CLAIU:EU

**Rob Simpson** BASiS, Manager Director -UK

**Presentation of European Agronomists’ Charter**

11:30 am **Discussion**

12:00 **WAA FOR EXPO – The Global Future Farm**

**Andrea Sisti** President of CONAF

Representative of Expo2015 spa

**Maria Cruz Diaz Alvarez** President of WAA (World Association of  
Agronomists)

1:00 pm **Closing remarks**

**Giovanni La Via** Chairman of the Environment Public Health and Food Safety

1:30 pm **Light lunch – Room Panoramic hall**

## **Side activities:**

Exhibition of runners up in the 1st European photography competition – “the European rural landscapes”

The Conference can be followed by streaming from 10.00 am to 1.30 pm on:

**conferencecedia.conaf.it** e **www.conaf.it**

1 CPE\* attributed (total of 2 days)

\* Continuing Professional Education





## Square Brussels Meeting Centre

Rue Mont Des Arts - Kunstberg, 1000 Brussels  
Glass Entrance (*N.1 sulla mappa*)

*For further information please call:*

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