

# Vertical Farming World Congress Program

## Monday 9 October

12:00 Vertical farm tours in London. (Timings to be confirmed)

Afternoon tours to depart from Leonardo Royal Hotel London City for visits to local vertical farm facilities, returning at 18.00.

18:30 Welcome drinks reception

## Tuesday 10 October

### MARKET OVERVIEW AND OUTLOOK

09:00 Satisfying investors and defining success

Speaker: Peter Bachmann, Managing Director – Sustainable Infrastructure Fund at Gresham House, United Kingdom

09:15 Developing the most efficient food production system

Speaker: Professor Derek Stewart, Director of the Advanced Plant Growth Centre at James Hutton Institute, United Kingdom

09:30 Improving productivity

Speaker: Professor Francesco Orsini, Department of Agricultural and Food Sciences at Bologna University, Italy

09:45 Questions and discussion

10:05 Sponsor presentation (opportunity available)

10:15 Refreshment and networking break around sponsor and exhibitor displays

### AMERICA LEADERSHIP PANEL

11:00 Panel discussion key industry issues such as market opportunity, consumer appeal, political support and sustainability

Panelists:

Speaker to be announced from AeroFarms

Irving Fain, Founder and Chief Executive Officer of Bowery Farming

Craig Ratajczyk, Chief Executive Officer of Crop One Holdings

Rick Vanzura, Chief Executive Officer of Freight Farms

Tisha Livingston, Chief Executive Officer of Infinite Acres and President of 80 Acres

## INTERNATIONAL LEADERSHIP PANEL

11:50 Panel discussion on key industry issues such as market opportunity, consumer appeal, political support and sustainability

Panelists:

Tristan Fischer, Chief Executive Officer of Fischer Farms, United Kingdom

Erez Galonska, Co-founder and Chief Executive Officer of Infarm, Germany

James Lloyd-Jones, Chief Executive Officer of Jones Food Company, United Kingdom

Conrad Smith, Chief Executive Officer of Stacked Farm, Australia

Jesper Hansen, Chief Commercial Officer of YesHealth Agri-biotechnology, Taiwan

12:40 Sponsor presentation (opportunity available)

12:50 Lunch and networking break around sponsor and exhibitor displays

14:00 Sponsor presentation from Philips Horticulture LED Solutions

Speaker: Tom Könisser, Business Development Manager at Philips Horticulture LED Solutions

## REALISING PROFITABILITY

14:10 Measuring and comparing efficiency and impact

Speaker: Derek Smith, Executive Director of Resource Innovation Institute, United States

14:20 Progressively improving efficiency and profitability

Speaker: Masaru Iwase, Senior Manager of Business Development for Spread, Japan

14:35 Short term priorities and long term outlook

Speaker: Tom Stenzel, Executive Director of CEA Alliance, United States

14:50 Questions and discussion

15:15 Refreshment and networking break around sponsor and exhibitor displays

## NEW TECHNIQUES FOR SPACE EXPLORATION

15:45 Growing plants in space

Speaker: Shaun Peiffer, Commercial Innovation Manager – National Laboratory for International Space Station

16:00 Growing plants on the moon

Speaker Associate Professor Caitlin Byrt, Science Adviser to Lunaria One, Australia

16:15 Questions and discussion

## WORLD TOUR – KEY DEVELOPMENTS

16:30 Designing for longevity – high durability, low maintenance

Speaker: Daniel Tzvetkoff, Founder and Chief Architect of Stacked Farm, Australia

16:40 Prospects for Latin America

Speaker: Geraldo Maia, Co-founder and Chief Executive Officer of Pink Farms, Brazil

16:50 Winning support from 3 star Michelin chefs

Speaker: Daniele Benatoff, Founder of Planet Farms, Italy

17:00 Questions and discussion

17:15 Close

## VERTICAL FARMING WORLD AWARDS DINNER

19:00 Cocktail drinks reception

19:30 Gala industry dinner

21:15 Could vertical farming be vital for planet security? Pilot Project review of all world's vertical farm technologies

Speaker: Dr. Philip Lee, adviser to NEOM city in Saudi Arabia and developer of Vertical Farming

21:30 2023 Vertical Farming World Awards presentation

22:00 Close

## **Wednesday 11 October**

### SUSTAINABILITY AND CIRCULARITY

09:00 Waste. Energy. Water. Food. Advancing truly circular production

Speaker: Dr. Philip Lee, Chief Executive Officer of Evolve Growing Solutions, United Kingdom

09:15 Questions and discussion

### NEW CROP OPPORTUNITIES

09:30 Strawberries all year round

Speaker: Dr. David Meszaros, Founder and Chief Executive Officer of Smartkas, Netherlands.

09:40 Saffron for added value

Speaker: Dr. Sairam Reddy Palicherla, Co-founder and Chief Scientific Officer of UrbanKisaan, India

09:50 Tomatoes grown horizontally in greenhouse cells

Speaker: Willem Jonkman, Founder and Chief Executive Officer of Hortigold, Netherlands

10:00 Basil for cosmetics

Speaker: James Dashwood Chase, Founder and Chief Executive Officer of Baz & Co, United Kingdom

10:10 Questions and discussion

10:30 Refreshments and networking break around sponsor and exhibitor displays

## BRANDING AND MARKETING

11:00 Proving lower emissions and launching new branding

Speaker: Andreas Wilhelmsson, Chief Strategy Officer of Ljusgård, Sweden

11:15 Winning with competitively price branding

Speaker: Kate Hofman, Co-founder and Director of Brand and Strategy for GrowUp Farms, United Kingdom

11:30 Questions and discussion

## TAKING INNOVATION TO THE NEXT LEVEL

11:45 Rediscovering pre-industrial age quality and taste

Speaker: Dr. Jennifer Bromley, Chief Scientific Officer of Vertical Future, United Kingdom

11:55 Enhancing aeroponics

Speaker: Jack Farmer, Co-founder and Chief Scientific Officer of LettUs Grow, United Kingdom

12:05 Subscription services for consistent demand

Speaker: Jack Leung, Founder of Agrician, Hong Kong

12:15 Dairy alternatives from lettuce

Speaker: Tal Lutzky, Founder and Chief Executive Officer of Pigmentum, Israel

12:25 Questions and discussion

12:45 Lunch and networking break around sponsor and exhibitor displays

## MARKET DEVELOPMENT ROUND TABLES

13:45 Join round tables of 5-10 delegates to discuss and develop strategies for business expansion:

- Workforce skills
- New crops
- Energy costs
- New technology
- Distribution
- Nutrition and health
- Communications
- Sustainability

14:30 Plenary reports back from round tables

15:00 Close