

PROGRAM

MAY 21ST 2025
LES DUNES D'OR CONGRESS HALL - AGADIR



8:00 Registration & welcoming of delegates
9:00 Opening speeches

9:30 SESSION 1: Tomato market trends

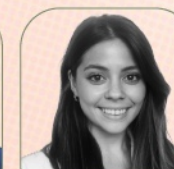
9:35 Tomato Export Dynamics: Exploring Country-Specific Data
10:00 Consumption Trends in UK Market: Opportunities for Morocco
10:25 Future of sustainable agriculture and the role of trade – implications for Morocco

SPEAKER

Ali Rougui
Laura Fry
Mark Titterington



Ali Rougui
Morocco Foodex
Morocco



Laura Fry
Kantar Worldpanel
UK



Mark Titterington
The forum of the
future of agriculture
Belgium

10:50 Q&A (15min)
11:05 Coffee & Networking (30 min)

11:35 SESSION 2 : Strategies and innovations in tomato cultivation for a resilient future

11:35 Strategic choices for a safe business operation in big-scale greenhouse operations
12:00 Recycling of drain water, save more, waste less and grow smarter
12:25 Tomato Pathogen Detection Tools: From the Laboratory to the Field
12:50 ToBRFV, know the virus, how to prevent and limit it

Peter Klapwijk
Paolo Batistel
Salima Berkani
Marco Mammella



Paolo Batistel
Ceres
Morocco



Salima Berkani
Agdia
France

1:15 Q&A (15 min)
1:30 Lunch break (1h)

2:30 SESSION 3 : Cutting edge techniques toward performance

2:30 WORKSHOP 1 - Agricultural labor: a key point for a sustainable and high-performing agriculture
3:10 WORKSHOP 2 - Vision of the ideal greenhouse for Agadir

Driss Soufiani
Hicham Fatnassi



Marco Mammella
BASF
Italy



Driss Soufiani
Maroc Kenz Consulting
Morocco

3:50 Coffee & Networking (20 min)

4:10 WORKSHOP 3 - What are the priorities in management and organization to keep our greenhouse operations healthy and in control.

4:50 WORKSHOP 4 - Immersion in digital agriculture

Peter Klapwijk
Tahar Hamdani



Hicham Fatnassi
INRAE
France



Peter Klapwijk
2Harvest
The Netherlands



Tahar Hamdani
PCS- Agri
Morocco

5:30 Feedback Workshops - recommendations
6:00 Conference ending

#growingsuccess



Tél: +212 660 300 311 | Email: szahidi@greensmile.ma | Web: www.greensmile.ma

