

Agrifood Entrepreneurs Days Malta - 15 November 2025

Innovation and Entrepreneurship in Agrifood

Venue: DIHubMT, Twenty20 Business Centre, Triq L-Intornjatur, Zone 3, Central Business District, Birkirkara, CBD 3050, Malta.

11.30 – 12.20: Registration, Networking and Welcome Note from MALTA Accelerate and DIHubMT

12.30 – 13.30: INTRODUCTION TO AGRIFOOD INNOVATION

Establish an understanding of innovation in the agrifood sector - The role of EIT Food, international initiatives and support programs; The role of Malta Food Agency (MFA), national initiatives and support programs to agrifood entrepreneurs.

12.30 – 12.50: EIT Food, its role, initiatives and funding programs

Speaker: [Teresa Aguirre](#), Ecosystem Manager, EIT Food

12.55 – 13.20: Malta Food Agency, its role and services to support the Maltese agrifood sector

Speaker: [Justin John Camilleri](#), Chief Business Development Officer Malta Food Agency

13.25 – 14.50: PUBLIC FUNDING FOR AGRIFOOD STARTUPS AND MSMEs

Explore the EU and Maltese funding landscape for agrifood startups and entrepreneurs, familiarise with available schemes and understand the application processes.

13.25 – 13.50: European Funding for Agrifood Startups and Entrepreneurs

Speaker: [Martin Vieira](#), A8

13.55 – 14.20: Maltese Funding for Agrifood Startups and Entrepreneurs

Speaker: Xjenza Malta

14.25 – 14.50: Maltese Funding for Agrifood Startups and Entrepreneurs

Speaker: tbc

14.50 – 15.20

Coffee and Refreshments

15.20 – 16.15: Branding, Marketing Strategy & Storytelling

Trainer: [Malorie Galligan](#)

Develop effective branding and marketing strategies for agrifood startups and MSMEs emphasizing storytelling techniques.

Activities:

- Presentation on successful branding and marketing strategies
- Discussion on identifying value propositions in branding
- Case study analysis of effective branding campaigns
- Presentation on innovative branding and marketing approaches
- Discussion on incorporating sustainability messaging into branding
- Social media marketing

16.20 – 16.40: From the Field - Successful Agrifood Entrepreneurs' Stories...

Speakers: [Jo Sakota](#) and [Alex Sakota](#), Founders, [Bioaquagarden](#)

16.45 – 17.05: Pitching Skills and Deck Preparation

Interactive session on how to enhance deck preparation and pitching skills, craft compelling pitches to attract investors, public funding and stakeholders. Familiarise with all main elements of a pitch deck, including financials, roadmap, funding required, and all other required narrative and details. To discuss and appreciate the reasons why we need it. To establish what are the main elements that need to be included in an effective business plan, and what and how to transpose into the pitch deck.

17.10 – 17.55: Pitching practice

- Delivery of 6 pitches by selected startups, microbusinesses and University of Malta students / researchers' teams (5 minutes delivery + 3 minutes Q&A slots).
- Discussion, knowledge sharing, learning & development.

17.55 – 18.00: Evaluation and closing remarks.

18.00 – 20.00 The Real Maltese Food Experience: Buffet and Networking