

Agrifood Entrepreneurs Days Malta - 15 November 2025

Innovation and Entrepreneurship in Agrifood

Venue: DIHubMT, Twenty20 Business Centre, Triq L-Intornjatur, Birkirkara, Malta.

11.15 – 12.00: Registration, Networking and Welcome Note from [Alessandro Silvestri](#) (MALTA Accelerate), [Marion Bugeja Micallef](#) (DIHubMT), [Diana Miceli](#) (EIT Community HUB), [Luke Incorvaja](#) (European Institute of Innovation and Technology).

INTRODUCTION TO AGRIFOOD INNOVATION

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

Speaker: [Juan Ignacio Zaffora](#), Head of Service Development, EIT Food

12.55 – 13.15: Malta Food Agency, its role and services to support the Maltese agrifood sector

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

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 process.

European Funding for Agrifood Startups and Entrepreneurs

13.20 – 13.45 [Martin Vieira](#), Innovation Funding Strategist, A8

Maltese Funding for Agrifood Startups and Entrepreneurs

13.50 – 14.15 Xjenza Malta Schemes

Speakers: [Nathan Aquilina](#) and [Kaylen Borg](#) (Internationalisation), [Enya Maria Haber](#) (R&I Unit), [Alessandra Loria](#) (Framework Program Unit)

14.20 – 14.40 Malta Enterprise Schemes

Speaker: [Audrey Caruana](#), Head of Startup Support

14.40 – 15.00: EU Fund & Programs Division Schemes

Speaker: Joanna Piscopo, Senior Manager (FONDI.eu)

15.00 – 15.30 *Coffee and Refreshments*

Branding, Marketing Strategy & Storytelling

15.35 – 16.15 [Malorie Galligan](#), Marketing and Branding Expert, MALTAAccelerate

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 – 17.55 Pitching Skills and Deck Preparation

Interactive session on how to prepare an effective deck and enhance pitching skills, craft compelling pitches to attract investors, public funding and stakeholders. Familiarise with the key elements of a pitch deck, including necessary content, data and narrative.

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