

Agrifood Entrepreneurs Days Malta

18 and 19 October 2024

Background Information

[EIT Food](#) is the world's largest food innovation community, creating connections right across the food system. Supported by the European Union (EU), it invests in projects, organisations and individuals which share the same goals for a healthy and sustainable food system.

EIT Food has a strategic approach to systems change to create societal and economic impact, and a clear set of impact indicators and goals published in its [Strategic Agenda 2021-27](#).

[MALTA Accelerate](#) provides acceleration service to Maltese and foreign startups both online and on-site. Its portfolio of services includes mentoring and coaching, training, guidance to apply and access EU and Maltese funding, access to equity investors, MVP Pilot and validation.

Networking Event

Date: Friday 18 October, 2024.

Venue: EIT-MALTA Accelerate stand, Startup Festival, Malta Fairs and Conventions Centre, Ta' Qali, Malta.

A networking event for the members of the local agrifood and innovation ecosystem (startups, investors, food companies, universities and research centres, Innovation Agencies, companies from the agri-food sector, sectors associations, etc.) will serve as a platform to discuss the current challenges in the local food system and present the EIT Food activities.

The networking event will represent a prime opportunity not only for entrepreneurs and startups to meet, share ideas and experiences within the main startup event in Malta, but this will also represent an excellent opportunity for networking with government food agencies, public funding agencies, researchers, various relevant stakeholders.

Workshops and Training: Innovation and Entrepreneurship in Agrifood

Date: Saturday 19 October, 2024.

Venue: Conference Room, Valletta Design Cluster, Old Abattoir, 25 Bull Street II-Belt Valletta, VLT 1570, Malta

11.15 – 11.45: Registration, Networking and Welcome Note

11.45 - 13.00: Introduction to Agrifood Innovation

Objective: Establish an understanding of innovation in the agrifood sector, the role of EIT Food, and the new set of services made available by the Malta Food Agency (MFA).

Activities:

- Registration, Networking and Welcome Note.
- Overview of EIT FOOD and its Initiatives.
- Implementation of digital technologies in the agricultural sector.
- Overview of the most recent range of services from MFA to benefit Maltese agrifood enterprises.

13.00 – 14.30: Public Funding for Agrifood Startups

Objective: Explore national and EU funding opportunities for agrifood startups and understand the application processes.

Activities:

- Presentation on national and European funding opportunities.
- Discussion on searching for suitable partners and building consortia.
- Workshop activity on identifying and selecting suitable grants.

----- *Coffee and Refreshments Break*-----

15.00 – 16.00: Branding & Marketing Strategy (Story-telling)

Objective: Develop effective branding and marketing strategies for agrifood startups, 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.

16.00 – 17.45: Pitching Skills

Objective: Enhance pitch preparation and pitching skills for agrifood startups and craft compelling pitches to attract investors and stakeholders, as well as familiarise with the concept of 'business plan' and its importance. 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.

Activities:

- Presentation on pitch content.
- Interactive presentation on effective business planning, as foundation of any effective pitch deck.
- Presentation on effective pitching techniques.
- Discussion on incorporating sustainability into pitches.
- Group practice session on pitching.
- Discussion, knowledge sharing and Q&A's.

17.45 – 18.00: Evaluation and closing remarks.

Why Attend

Gain practical insights from industry leaders and experts. Network with like-minded individuals in the agrifood sector. Acquire valuable knowledge to enhance your practices, business strategies and maximise chances to grow your business.