

Agrifoodtech opens up to new horizons

China-Hong Kong: new prospects
for Italian start-ups

*Opportunities, strategies and partners in the
challenge towards internationalization*

Tuesday 30 May

Milan: c/o Copernico
Blend Tower, Piazza IV

Novembre 7 -
Sala LOUNGE 11° PIANO

Programme:

10:15 Registration of participants and Opening Remarks

10:30 The Hong Kong FoodTech ecosystem. Opportunities for Italian companies

Sindy Wong Head of "Tourism & Hospitality" - InvestHK

10:45 Testimony by successful FoodTech Startups in Hong Kong

Tommy Leung, Founder of Hakko Bako and Gafell

Testimony by a successful Italian FoodTech Startup in Hong Kong **Gabriele Castagnetti**, co-founder of FairFlavor's

11:00 Q&A

11:15 Roundtable discussion:

What is the state of the art of the Italian Agrifoodtech system?

What prospects for internationalization?

What suggestions to take up the challenge of the Chinese market and make the best use of Hong Kong as a gateway to China?

- **Sindy Wong** Head of "Tourism & Hospitality" - InvestHK
- **Alberto Motta** Head of Marketing and Communications- dpixel
- **Marco Gaiani** Partner - Linfa Ventures
- **Luigi Galimberti** Chairman of ToSeed and Founder of Sfera Agricola

Moderator: **Antonio Iannone** Agrifood Tech Italia

12:00 Presentation of the GBA* Roadshow for Italian InnoTech SMEs

Stefano De Paoli Italy Representative - InvestHK

Giorgio Ciron General Director - InnovUp (Concluding Remarks)

12:30 Networking Buffet

*GBA = Guangdong, Hong Kong, Macao Greater Bay Area