



Project Leader / Coordinator



Supporters



More Information  
Conference Secretariat  
Militos Emerging Technologies & Services  
T. 210 67 72 129 • F. 210 67 72 116 • info@militos.org

## How much do Greek farmers really benefit from the European market?

Even though the income from agricultural activities increases in the European Union, the last years, in Greece it decreases (2011: EU +26% / Greece -5,6%).

The Greek agricultural sector is now shrinking by 4% annually, at a period when agricultural output value at basic prices in Europe increases by 9%.

Effective agro-entrepreneurial activities allow farmers to become more competitive and capitalize on the current growing economy.

This way, they can achieve higher incomes at a period of financial distress and create a stronger European economy.



15 October 2013

International Day of Rural Women

## European Conference on Agricultural Entrepreneurship

The European Conference “**This farm is your business!**” is a unique opportunity – for those who will participate – to be informed, updated and trained on the practices and projects which enhance the entrepreneurial skills and competencies of the Greek and European farmers.

### What makes this conference different?

#### Free available educational and training material!

Participants will have the opportunity to attend one of the **4 parallel effective workshops** which offer (free of charge) practical knowledge on

- 1 basic principles of agricultural entrepreneurship,
- 2 marketing and branding agricultural products,
- 3 developing products for agro-tourism, as well as
- 4 mentoring for women so they can develop and/or better their agro-entrepreneurship activities.

#### Learning experience!

**22 European projects** will be presented at the conference, which directly address the farmers' needs to become **better entrepreneurs** and managers of their farm-business and gain knowledge and know-how on the ways to brand and market their products, in order to get the **recognition** they deserve, **increase** their **sales** and as a result, their **profits**.

Among other benefits, conference participants will be informed about and discover the Lifelong Learning Programme of the European Union and how they can benefit from it.

Plant the “seed” of entrepreneurship!

Visit our online project show case [www.farmsup.eu](http://www.farmsup.eu)



# This farm is your business!

Hotel Amalia (Nafplio)

15 • 10 • 2013



With the support of the Lifelong Learning Programme of the European Union  
This project has been funded with support from the European Commission.  
This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



## CONFERENCE AGENDA

REGISTER NOW

[www.farmsup.eu](http://www.farmsup.eu)

Conference Moderator  
**Dimitris MICHAILIDIS** // Journalist & Collaborator of Agrorama



## WELCOME ADDRESS

10.00 – 10.45

**Prof. Athanasios TSAFTARIS**  
Minister of Rural Development and Food

**Argiris PEROULAKIS**  
Deputy Head of the European Commission in Greece

**Leonidas ANTONAKOPOULOS**  
Head of European Parliament Information Office in Greece

**Anastasios CHIVIDOPOULOS**  
Deputy Head, Regional Unit of Argolida

**Olga STAVROPOULOU**  
President of Militos S.A. and Vice President of Hellenic Association of Young Entrepreneurs (ESYNE Athens)



## PRESENTATIONS

10.45 – 11.00

**Andreas STEFANIDIS**  
**Extroversion and partnerships: Prerequisites for the development of agricultural entrepreneurship**  
President, Federation of Hellenic Associations of Young Entrepreneurs - O.E.SY.N.E., Coordinator of GEW Board

11.00 – 11.15

**Dr. Eleni MALOUPA**  
**Plant production applied research and agricultural entrepreneurship**  
Director, Plant Production in Northern Greece, Hellenic Agricultural Organization-Demeter (HEL.AGR.O.- DEMETER)

11.15 – 11.30

**Giannis TASSIOPOULOS**  
**The Greek region as a driver for performance**  
Director of Newspaper "Paragogi"

11.30 – 11.45

**Teodoro SDROULIAS**  
**The European Network Città del Bio and the Greek reality**  
Architect - Journalist, Ambassador of the European Network Città del Bio

11.45 – 12.00

**Dimitris RAFTOPOULOS**  
**Agro-Entrepreneurship. Trend or growth generator?**  
Head of Strategic Leadership Unit, Life Long Learning Research Institute  
Member of the European Citizens Initiative Committee ACT4Growth  
General Secretary of Hellenic Center of Development and Innovation



## PARALLEL WORKSHOPS

12.30 – 14.30

### 1 BASIC PRINCIPLES OF AGRICULTURAL ENTREPRENEURSHIP

Coordinator: **Spiros KAHRIMANIS**, President, Center for Agricultural Entrepreneurship

### 2 MARKETING & BRANDING AGRICULTURAL PRODUCTS

Coordinator: **Michalis STANGOS**, CEO, mscomm

### 3 DEVELOPING PRODUCTS FOR AGROTOURISM

Coordinator: **Dimitris MICHAILIDIS**, Journalist & Collaborator of Agrorama

### 4 MENTORING FOR WOMEN AGRO-ENTREPRENEURS

Coordinator: **Dr. Sophia PROTOPAPA**, Training Director, knowl Social Enterprise for Education and Lifelong Learning

14.30 – 15.30 Lunch break



## AGRICULTURAL SUCCESS STORIES

15.30 – 17.00

**Dr. Alexandra TSIADI**  
**Becoming a Biodynamic farmer: A change of route**  
Chemical Engineer – The Trinity Farm

**Angelos MARKOU**  
General Manager, Krocus Kozanis Products S.A.

**Dimitrios GEORGAS**  
Pig Farmer, Epidavros

**Frangiskos KARELAS**  
**Listen to your land, Learn about yourself, Choose your tools**  
President & Managing Director of Homeodynamic Development S.A.  
Creator of: Eumelia Organic Agrotourism Farm & Guesthouse

**Sofie Tvarno**  
Chief Health Activist & founder of Pure Greek

17.00 – 18.00

### Open Discussion

Conference participants take the microphones

See what our website offers!

[www.farmsup.eu](http://www.farmsup.eu)

