



## Entrepreneurship Workshop for SMEs of agricultural and fisheries sector.

**8 th April 2016**

Venue:

**Parque Tecnoalimentario Costa del Sol Axarquía.**

Ctra. Benamargosa Km 0,629719, "El Trapiche",  
Vélez-Málaga (Málaga)

9:00 - 9:15 Reception and registration of participants.

9:15 - 9:30 Welcome and opening. Mr. Antonio Moreno Ferrer, Mayor of Vélez –Málaga,.

9:30 - 9:45 Presentation of Trafoon project by Dr. F° Javier Casado Hebrard, Project Manager.  
University of Hohenheim | Hohenheim Research Center for Bioeconomy.

9:45 - 10:15 Entrepreneurship in the agricultural sector and fisheries. The importance of the  
business plan. Bic Euronova Consultant.

10:15 - 11:00 Internationalisation: how a certified product can ease the entry into new markets  
New strategies for subtropical crops. Certified fruit. Ms Nieves Westendorp Figuerola,  
Biologist.

*11:00 – 11:30 Coffee Break.*

11:30 - 12:15 The importance of costs management in the agricultural enterprise.  
Irrigation management as a key point in the subtropical crop. Mr Víctor Manuel Ruiz  
Escobar, Agricultural engineering technician.

12:15- 13:45 New types of entrepreneurship in the Axarquia area.  
Agriculture and canned fish. Support from the public institutions in the area. Mr José  
Javier Marco Mirallas, Fishing and aquafarming advisor.

13:45 – 14:15 Open discussion.

*14:15 – 15:00 Networking Cocktail.*