



Webinar 5th of April: Export of Danish biosolutions to Italy in light of Italy's recovery plan

Learn about new, vast market opportunities
for Danish biosolutions in Italy





As part of the 800 billion euro EU Recovery Plan to kick-start European economies after the corona-pandemic, Italy has been allocated 222.1 billion euro, of which 4.88 billion euro has been allocated to investments in creating a more sustainable food and agriculture sector with the aim of stimulating innovation and modernization. Within the Food & Agricultural sector, the Italian government has put a particular focus on the reduction in the use of chemical products by encouraging investments in organic agriculture and fighting the loss of biodiversity.

In Italy, the bioeconomy is already strong (organic farming makes up 15.2 pct. of Italy's agricultural area) and is expected to grow further. With regard to biosolutions, there are positive market trends for both biopesticides and biofertilisers, which are expected to continue over the next years, considering Italy's commitment to EU objectives of reducing by 50 pct. the use of chemical pesticides and achieve at least 25 pct. of the EU's agricultural land under organic farming by 2030.

Many of the Danish companies within a diverse and sprawling biosolutions ecosystem are uniquely qualified to take advantage of the market opportunities opening up in Italy in light of the above. As a consequence, the Danish Chamber of Commerce in collaboration with the Danish Embassy in Italy have planned a two-step process that will start with this introductory webinar on the 5th of April from 9:30 am - 11:00 am.

At the webinar, we will present an analysis of the Italian Agri-Food Sector and the potential market opportunities in the field of biosolutions, following the implementation of the Italian Recovery Plan. If you are interested in learning more about the export potential in the Italian market for biosolutions, we will at the webinar as the second step also invite you to be part of a delegation of Danish companies for a joint export promotion, which is taking place from 12 to 14 October in Rome. During the webinar, we will explain more about this initiative and what companies can expect to achieve by participating.

Program for the webinar on the 5th of April:

9:30-9:40

Welcome by Dansk Erhverv & the Danish Embassy in Italy

CEO of Dansk Erhverv, **Brian Mikkelsen**

H.E. Ambassador of the Kingdom of Denmark to Italy, **Anders Carsten Damsgaard**

9:40-9:55

Analysis of the Agri-food Sector in Italy and major investment lines in Sustainable Agriculture & Food Production

Royal Danish Embassy in Italy, Trade Advisor, **Sara Cervellini**

9:55-10:05

How Italy is planning to modernise and make the agri-food sector more sustainable and environment-friendly & which solutions will be more in demand to contribute to the green transition of the agri-food sector

President at Confagricoltura, **Massimiliano Giansanti**

10:05 - 10:15

Main Challenges for the approval of Bio-solutions in Italy and how Italy is planning to simplify procedures

IBMA Italy, The International Biocontrol Manufacturers Association – Vice President, **Gerardo Caricato**

10:15 - 10:25

National Action Plan for a Sustainable Use of Phytosanitary Products: Impact on the National Regulations on Biosolutions in Italy

Ministry of Ecological Transition (Division for Biosecurity, Phytosanitary Products and GMOs)

Director General, **Oliviero Montanaro**

10:25 - 10:35

Italian Best Practices for Biosolutions for the Agri-Food Industry: Recent Developments and Future Focus in light of Investments in Sustainable Agriculture planned in the Italian Recovery Plan

ENEA (National Agency for New Technologies, Energy and Sustainable Economic Development), Head at Biotechnology and Agro Industry Division & Chairman of the Technical Scientific Committee of Italian AgriFood Technological Cluster CL.A.N., **Massimo Iannetta**

10:35 - 10:50

Q&A session

10:50 - 11:00

Conclusion & Next Steps by Dansk Erhverv and the Danish Embassy in Italy

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