



ΓΕΩΠΟΝΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ
ΕΙΔΙΚΟΣ ΛΟΓΑΡΙΑΣΜΟΣ
ΚΟΝΔΥΛΙΩΝ ΕΡΕΥΝΑΣ

INVITATION

**Raising awareness among Students for the development of research and business cultures in the areas
of: Digital and Sustainable Rural Development**

May 31st 2023, 10.30 – 18.00

At the workshop, through Educational Seminars and examples of good practices, Students will have the opportunity to gain a first insight into how their studies and academic research can be used for the development of entrepreneurship and innovation.

« GREEK EIT FOOD RIS HUB »



Co-funded by the
European Union



10:30 - 11:00	Workshop registration – networking
11:30 - 11:45	Presentation “EIT FOOD”
11:45 - 12:00	The role of digital technologies on achieving the objectives of the F2F strategy Thomas Bartzanas, Vice Rector of Research, Finance & Development, Associate Professor, Agricultural University of Athens
12:00 - 12:30	Research, Education, Innovation: Dimensions of the Knowledge Triangle in Greece. https://www.ekt.gr/en/news/20894 Nikos Karampekios, Head of Innovation and Networking Unit, National Documentation Centre
12:30 - 13:00	SmartAgroHub https://smartagrohub.gr Thanos Karvounis (Innovation Grant Application Expert)
13:00 - 13:30	Coffee Break
13:30 – 14:30	Education and training in innovation entrepreneurship for the development of business skills Kyriakos Drivas, Assistant Professor at the University of Piraeus, Department of Economics, expert in innovation management, intellectual property rights and technology transfer will present the training seminar.
14:30 - 14:45	Light Lunch
14:45 – 15:30	A beginner's guide to the business maturity model framework & Market research Kyriakos Drivas, Assistant Professor at the University of Piraeus, Department of Economics, expert in innovation management, intellectual property rights and technology transfer will present the training seminar.
15:30 – 16:30	Behavioral Marketing Introduction to the basic behavioral biases, as well as the ways they can contribute to the design of products with increased added value and the improvement of the marketing strategy.



	Vassilopoulos Achilles, Assistant Professor at the Department of Agricultural Economics of the Agricultural University of Athens
	Back2Back Event Case Studies-Mentoring AGRIBOOSTER
16:30 – 18:00	Case Studies 1. Production of Prickly Pear Powder with innovative drying techniques as a natural colorant in food 2. Vegan Oat Bars with health and nutrition claims Action 1: Presentation of Business Ideas of Student Groups submitted under the AGRIBOOSTER Program https://agribooster.aua.gr/ Action 2: Mentoring by experienced researchers
18:00	Workshop Close – Evaluation