

CANAPA FORUM BUSINESS EXCHANGE PROGRAMME

NAPLES, SEPTEMBER 5-10

HOST INSTITUTION: FEDERCANAPA

- BEST PRACTICES AND IDEAS EXCHANGES
- TRAINING SESSIONS
- PLANTS AND DEMO-FIELDS VISITS
- MARKETPLACE AND NETWORKING PLATFORM



CANAPAFORUM 2022

 **Hemp Club**

Competent and Connected Clusters Unfold the Hemp
Industry Potential for the European Bioeconomy



 Co-funded by the COSME programme
of the European Union

MONDAY, SEPTEMBER 5

Venue: Palazzo Salgar, Via Nuova Marina, 120, 80133 Napoli

- 14.00** ClusterXchange visiting organizations registration & Welcome coffee
Lombardy Green Chemistry Association welcome address
- 14.45** HempCluB project: boosting hemp industrial exploitation (LGCA, Sara Daniotti)
- 15.15** ClusterXchange in practice (Naples 5-10 September): 5-day programme overview
Visiting organizations presentation in a nutshell
- 16.00** Coffee break
- 16.30** Ice-breaking session building effective business exchanges (LGCA, Sara Daniotti)
- 19.30** Social dinner.

Venue: L'Albero Dei Visconti, Via S. Giovanni Maggiore Pignatelli, 1D, Napoli

TUESDAY, SEPTEMBER 6

Venue: Palazzo Salgar, Via Nuova Marina, 120, 80133 Napoli

- 9.00** Welcome Coffee
- 9.30** Symbiotic Marketing lab shaping innovative marketing strategy in the hemp sector
Hemp markets insight and trend in labelling (LGCA, Michele Borroni)
Circularity and sustainability services (HempConnect, Nando Knodel)
Technological innovation for hemp fibre applications (Cormatex, Luca Querci)
Boosting recovery strategies (Harverst 360, Todd Scattini)
- 11.30** Coffee break
- 12.00** Italian SMEs and S3Chem Stakeholder roundtable. **Biotech&Food** (Alessandro Conca), **Mogu Srl** (Stefano Babbini, Silvia Gava), **Fracta unitasiva** (Davide Festa, Michele di Michele), **Canva salus Srl** (Giulio Grassi), **Hemp farmlab** (Valentina Capone)

13.00 Light lunch

14.00 Visiting organization presentations

Hemp green building experience in Palazzo Salgar (Lazzarino Capone, Giuseppe Taranto)

16.30 Coffee break

17.00 Matchmaking session

17.30 Value mapping and virtuous cycle session (LGCA, Ilaria Re)

WEDNESDAY, SEPTEMBER 7

Venue: San Marcellino e Festo Monastic Complex, Largo S. Marcellino, 80138 Napoli

9.00 Canapa Forum fair: free participation. Lectures on quality fibre for textile

14.30 Canapa Forum fair: free participation. Lectures on technical shives and markets

THURSDAY, SEPTEMBER 8

Venue: San Marcellino e Festo Monastic Complex, Largo S. Marcellino, 80138 Napoli

9.30 Canapa Forum fair: free participation. Lectures on hemp seed: food and cosmetics

11.30 Canapa Forum fair: free participation. Lectures on industrial use of flowering tops and extracts

14.30 Hemp supply chain Focus groups & brainstorming sessions for innovative solutions

17.30 Networking cocktail

Venue: L'Albero Dei Visconti, Via S. Giovanni Maggiore Pignatelli, 1D, Napoli

FRIDAY, SEPTEMBER 9

Venue: San Marcellino e Festo Monastic Complex, Largo S. Marcellino, 80138 Napoli

9.00 Canapa Forum fair: free participation. Lectures on policies on hemp in different countries

13.30 **Venue:** Pick-up Palazzo Salgar, Via Nuova Marina, 120, 80133 Napoli

14.30 Group visits plant hemp for bio-based building - **Vitale building, via dei Goti 236 Angri**

SATURDAY, SEPTEMBER 10

Venue: San Marcellino e Festo Monastic Complex, Largo S. Marcellino, 80138 Napoli

9.00 Networking and innovation. EU, national and local projects on hemp

Canapro (Antonio Ferrante), Magic (Efi Alexopoulou), Caterpillar (Vita Maria Cristiana Moliterni)

10.30 Visitor organizations round table

12.30 Closing remarks

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