

ITC FOOD
(SA-0300372)

Innovative Training and Competences in agri FOOD

Kick-off Meeting
and Study Visit A1.1

Bari (Italy), 20-21/11/2025

-agenda-

Day 1, 20th of November 2025 (Bari)

Location: SALA LEOGRANDE, PIAZZA CESARE BATTISTI 1, BARI, 70121 ([Google Maps](#))

Time	Topic	Speaker
13:00 - 14:00	Light lunch – welcome coffee - registration	
14:00 – 14:10	Welcome speech - introduction to the overall agenda	PP3 – UNIBA
14:10 – 14:30	Introduction to the programme	Mr Claudio Polignano MA - TBC Mr Davide Marcianò JS – TBC
14:30 – 14:50	Introduction to the communication rules	Ms Carmela Sfregola JS – TBC
14:50 – 15:05	Presentation of ITC FOOD project	LP – Gal Seb
15:05 – 16:05	Partners’ presentation	All partners
16:05 – 16:20	Coffee break	
16:20– 16:40	Financial management/reporting	LP – Gal Seb
16:40 – 17:00	Communication activities	PP4 – RDA UBA
17:00 – 17:15	ITC FOOD’ next steps (WP1 overview)	PP3 – UNIBA
17:15 – 17:30	PMU & Steering Committee establishment	All partners
17:30	Conclusion	
17:30 – 18:30	Focus group with SMEs from Montenegro and Albania	PP3 – UNIBA

20:00 Social dinner

Day 2, 21th of November 2025 (Bari)

Location: Cantine Coppi and Masseria La Lunghiera – TURI (BA)

Time	Topic
09:00 – 09:30	Welcome coffee – registration
09:30 – 13:30	Study visit (A1.1) to Cantine Coppi and Masseria La Lunghiera

13:30 Social lunch

[Cantine Coppi](#) is a historic Apulian winery that has managed to blend tradition and innovation across the entire wine value chain, from careful vineyard management to cellar operations, with practices focused on quality, batch traceability, efficient use of water and energy, and the enhancement of wine tourism as both a market lever and a way to connect with the territory.

[Masseria La Lunghiera](#) is a model of a multifunctional farm oriented toward environmental sustainability and short supply chains, integrating typical crops, processing, rural hospitality, and digital channels for promotion and sales, with close attention to waste management, soil health, and reducing losses.

During the study visit, both enterprises will showcase their innovative and sustainable practices on site, enabling hands-on dialogue with entrepreneurs and researchers on process digitalization, quality and traceability, resource management, diversification of business models, and the transferability of solutions.

The activity is fully consistent with A1.1 of the ITC FOOD project because it delivers technical–demonstrative visits to agri-food SMEs identified as best practices, activates exchange sessions with stakeholders and academia on sector challenges and opportunities, and generates insights that will feed the context analysis, the SWOT, and the design of the survey tools envisaged in WP1.