

INVITATION

The Institute Marketing and Research of Medicinal and Aromatic Plants invites you at the event with title **«The connection of the generated research with cultivation, processing and entrepreneurship in the Medicinal and Aromatic Plants (M.A.P.) sector»**. The event will take place in Agrotica 2022 on **Thursday, October 20, 2022** in the **OLYMPIAS Hall** of the I. VELIDIS Conference Center at **10:30 - 12:30**.

The purpose of the Event is to promote the role, goals and work of the Institute to bodies that are active and interested in the development of the M.A.P. sector and is addressed to the Academic community (Professors and Researchers), to bodies of the Public Sector and to members of the Private sector (Organizations and Companies) with scientific and business activity related to Medicinal and Aromatic Plants. After the presentation of the Institute, a “round table” will be conducted about the current situation of the M.A.P. sector in our country and an analysis of the parameters affecting its development.

We invite you to participate in order to strengthen the collaborations of the Institute, with the Academic / Research Institutions of our country and with the Private Bodies from related scientific fields, with the aim of solving issues concerning the development of the M.A.P. sector.

Throughout the AGROTICA exhibition **20 - 23 October 2022**, you can be informed about the work and actions of the Institute and at the stand of the Agricultural University of Athens (**Stand 2, Floor, Stand 53**).

Yours sincerely,

The Board of Directors of In.M.A.P.

Garifalia Economou
Professor A.U.A.
Director of In.M.A.P.
Agronomy Laboratory A.U.A.

Petros Tarantilis
Professor A.U.A.
Chemistry Laboratory A.U.A.

Kostas Tsimboukas
Professor A.U.A.
Laboratory of Agribusiness
Management A.U.A.



PROGRAM OF THE EVENT

10:30 – 10:45

Opening & Greetings

10:45 – 11:00

Presentation of the objectives, knowledge objects and provided research and know-how services of the In.M.A.P. *"The connection of generated research with primary production, processing and entrepreneurship in the M.A.P. sector"*.

Speakers:

- **G. Economou**, Professor – Director of In.M.A.P.
- **P. Tarantilis**, Professor
- **K. Tsimboukas**, Professor

11:00 – 11:30

Roundtable *«The current situation of the M.A.P. sector in our country and an analysis of the parameters affecting its development»*

Speakers:

- **Mereti Maria**, (Vitro Hellas), *«Lack of healthy and certified propagating material in the M.A.P. market. Possibilities and prospects»*
- **Brachouli Georgios**, (ANTHIR- ABEE), *«Primary sector and processing of non-food products. Problems – Possibilities – Perspectives»*
- **Koutsianas Nikolaos – Vallianatou Irini**, (Symbeeosis), *«Utilization of M.A.P. - New Products - Market»*
- **Gardikis Konstantinos**, (APIVITA), *«Utilization of M.A.Ps. – Natural Herbal Cosmetics and Market»*
- **Kosmas Sotirios – Chatzigeorgiou Alexandra**, (MINAGRIC) Directorate of Propagating Material, Cultivated Plant Species and Plant Genetic Resources, *«The importance of registering new varieties of MAPs in the national list of cultivated plants for the production of certified propagating material. Regulation and procedure»*

11:30 – 12:30

Discussion & Closing