

FUTURO CON SABOR A CARNE

26 / 11 / 2026

AUDITORI PALAU DE
CONGRESSOS DE GIRONA

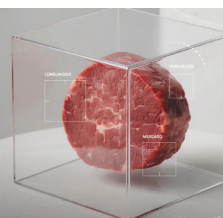
Partner Premium:



Entidad colaboradora
preferente:



Organizadores



FÓRUM
CÁRNICO

08:00 Accreditation and Welcome Coffee

09:00 **Welcome**

Nina Jareño, Head of Content for the Food Industry Division at Interempresas Media

09:10 **Institutional Opening**

Josep Usall, Director General of IRTA, and a representative of the City Council of Girona

SESSION 1. ROOTS AND FUTURE

09:20 **From tradition to innovation in the meat industry**

Jacint Arnau, emeritus researcher at IRTA

09:40 **Industry roundtable discussion**

Moderated by:

Jacint Arnau, emeritus researcher at IRTA

Participation of:

Incarlopsa, represented by Montse Garcia, Director of Quality and R&D&i

Jamones Segovia, represented by Juan Vicente Olmos, Director of Quality

10:20 **Coffee Break & Meatworking (networking) – Sponsored:**



Cured Ham and Olive Oil Pairing Experience, led

by Anna Claret, Researcher in Sensory and Consumer Science at IRTA

SESSION 2. DO WE KNOW THE VALUE OF OUR OWN DATA?

11:20 **Agentic AI Applied to the Meat sector**

Albert Esplugas, CEO of Futuria, a consultancy specialised in corporate AI strategy

12:10 **From Data to Decisions: Turning Information into Value**

Ivan Monells, Founder of MNLabs, specialist in AI-driven business productivity

12:50 **Institutional keynote: vision and Commitment to the Future of the Meat Sector**

The Hon. Òscar Ordeig, Minister of the Department of Agriculture, Livestock, Fisheries and Food of the Catalan Government

13:00 **Cocktail & Meatworking (networking) – Sponsored:**



Dry-Aged Meat Pairing Experience, led

by Anna Claret, Researcher in Sensory and Consumer Science at IRTA

SESSION 3. REPUTATION AND TRUST: THE MEAT SECTOR'S IMAGE IN SOCIETY

14:30 **The Role of Science in Countering Misinformation**

Lluís Guerrero, researcher in Sensory and Consumer Science at IRTA

15:00 **Sector dialogue**

Moderated by:

Anna Carabús, Sector Coordinator for the Food Industries Area at IRTA

Participation of:

Lluís Guerrero, researcher in Sensory and Consumer Science at IRTA

Alberto Herranz, General Director of INTERPORC (Spanish Interprofessional Agri-Food Organisation for White-Coated Pork)

Rosa Altisent Rosell, General Director of Agriculture and Livestock of the Department of Agriculture, Livestock, Fisheries and Food

16:00 **Clausura**

Anna Carabús, Sector Coordinator of the Food Industries Area at IRTA

Imma Borrás, Commercial Director of the Food Area at Interempresas Media

**SIGN UP
HERE**

