FUTURO CON SABOR A CARNE

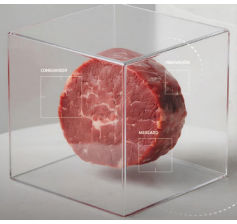
26 / 11 / 2026

AUDITORI PALAU DE CONGRESSOS DE GIRONA

Partner Premium: CaixaBank, Alimentaria FOODTECH

Entidad colaboradora preferente: fecic

Organizadores: TECNO CARNE Interempresas, IRTA, Jornadas Interempresas



FÓRUM CÁRNICO

08:00 Accreditation and Welcome Coffee

09:00 **Welcome**
Nina Jareño, Director of Content for the Food Industry Division at Interempresas Media

09:10 **Institutional Opening**
Josep Usall, CEO of IRTA, and institutional representation from the City Council of Girona

SESSION 1. ROOTS AND FUTURE

09:20 **From tradition to innovation in the meat industry**
Jacint Arnau, Senior Researcher affiliated with IRTA

09:40 **Industry roundtable discussion**
Moderated by:
Jacint Arnau, Senior Researcher affiliated with IRTA

Participation of:
Incarlopsa, represented by Montse Garcia, Director of Quality and R&D&I
Jamones Segovia, represented by Juan Vicente Olmos, General Manager at Monte Nevado

10:20 **Coffee Break & Meatworking (networking) – Sponsored:** Alimentaria FOODTECH
Cured Ham and Olive Oil Pairing Experience, led by Anna Claret, Researcher in Sensory and Consumer Sciences 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

13:00 **Cocktail & Meatworking (networking) – Sponsored:** Alimentaria FOODTECH
Dry-Aged Meat Pairing Experience, led by Anna Claret, Researcher in Sensory and Consumer Sciences 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, Senior Researcher in Sensory and Consumer Sciences at IRTA

15:00 **Sector dialogue**
Moderated by:
Anna Carabús, Sector Coordinator for the Food Industries Area at IRTA

Participation of:
Lluís Guerrero, Senior Researcher in Sensory and Consumer Sciences at IRTA
Alberto Herranz, General Director of INTERPORC
Rosa Altisent Rosell, General Director of Agriculture and Livestock of the Government of Catalonia

16:00 **Institutional closing**
Rosa Cubel, Secretary for Food of the Government of Catalonia

16:10 **Closing**
Imma Borrás, Commercial Director of the Food Industry Division at Interempresas Media

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