



INTERREG EUROPE – QUALIFY PROJECT

Kick-off meeting

Barcelona (Catalonia), 3 October 2019

Venue

Departament d'Agricultura, Ramaderia, Pesca i Alimentació

Avinguda Gran Via de les Corts Catalanes, 612-614

08007 Barcelona

Closest metro stations: Catalunya (L1, L3) / Passeig de Gràcia (L2, L4)

Closest train stations: Plaça Catalunya / Passeig de Gràcia

Agenda

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| 09.30 h | Welcome coffee and registration |
| 10.00 h | Institutional reception Carmel Mòdol i Bresolí, Director General of Food, Quality, and Agrifood Industries |
| 10.15 h | Brief presentation of the partnership (We kindly ask you to prepare a 5-10 minutes presentation of your institution, putting special attention to activities related to the project contents) Order of the presentations: GENCAT, CALV, ECCI, CCIS, BCCI, THESS |
| 11.15 h | The QUALIFY project - Scope, goals and logical framework Ricard Esparza i Masana, Professor at the Autonomous University of Barcelona and external coordinator of QUALIFY project |
| 11.30 h | Coffee break |

- 11.45 h** **Activities on exchange of experience and communication**
- Ricard Esparza i Masana, Professor at the Autonomous University of Barcelona and external coordinator of QUALIFY project
- María Peña i Vizcarro, Technician at the Department of Agriculture, Livestock, Fisheries and Food, and sub-coordinator of QUALIFY project
- 12.15 h** **Financial aspects and reporting procedures**
- Ricard Esparza i Masana, Professor at the Autonomous University of Barcelona and external coordinator of QUALIFY project
- María Peña i Vizcarro, Technician at the Department of Agriculture, Livestock, Fisheries and Food, and sub-coordinator of QUALIFY project
- 12.45 h** **Setting up of the steering committee**
- 13.00 h** **Lunch (complimentary; offered by the Catalan Government)**



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First policy learning seminar

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- 14.00 h **Introduction. Logic of the seminar and objectives**
- Ricard Esparza i Masana, Professor at the Autonomous University of Barcelona and external coordinator of QUALIFY project
- 14.15 h **Partners presentations**
- Every partner shall present (1) the activities they perform in the region/country regarding the topics of the project (focusing on quality controls, authenticity, and fraud prevention) – please explain 1-2 best practices which you think are of special interest; (2) how these topics relate (or could relate) to the policy instrument that is tackled by the partner (usually ERDF – Competitiveness for SMEs); and (3) what are the expected learning objectives of your participation in the project. Presentations should be 15-20 min long + 5-10 min Q&As.
- Order of the presentations: GENCAT, CALV, ECCI
- 15.30 h **Coffee break**

- 15.45 h **Continuation of the presentations**
Order of the presentations: CCIS, BCCI, THESS
- 17.00 h **Conclusions and closure of the meeting**
- 17.30 h **Guided tour to the Gothic Quartier and the Rambla**
Leaving from the meeting venue
- 20.00 h **Diner (complimentary, offered by the Catalan Government)**
Restaurant Els 4 Gats (Carrer de Montsió, 3, Barcelona)

Study visits

Barcelona (Catalonia), 4 October 2019

- 08.30 h** Meeting at the Department d'Agricultura, Ramaderia, Pesca i Alimentació and transfer to the study visits
- 09.30 h** Study visit: **Espai Xocolata Simón Coll (SME)**
Address: Carrer de Sant Pere, 37, Sant Sadurní d'Anoia

Simón Coll is a company specialised in the production of chocolate since 1840. These master chocolatiers have been producing chocolate from the cocoa bean to the final product by the slogan "From bean to bar", taking care of every stage of the process to ensure the highest quality and aroma in their products. Their process represents an example of the right approach of SMEs towards quality standards and authenticity.
- 11.00 h** Transfer
- 11.15 h** Study visit: **Bodegues Sumarroca (SME)**
Address: Carrer del Rebato s/n, Sant Sadurní d'Anoia

This winery is focused - instead of large-scale production - on large quality products which are respectful with the environment and which follow elaboration processes that come from research and development initiatives, ensuring sustainable quality standards, representing a best practice on how a SME in the sector can integrate authenticity and quality as the main company standards.
- 13.00 h** Lunch (complimentary, offered by the Catalan Government)

Bodegues Sumarroca
- 14.30 h** Transfer back to Barcelona (arrival at 15.30 h) and end of the meeting