

## Poplar week 15 & 16 June. León, Spain

**Organized by:** Institute for Business Competitiveness of Castilla y León (ICE) and **Rosewood 4.0** project in collaboration with **Cesefor**, which is part of the Entrepreneurship and Innovation Network of Castilla y León ([www.redei.es](http://www.redei.es))

### Digitalization in the Poplar sector Tuesday 15th June, 2021 (afternoon)

**Location: Sede de los productos de calidad del Bierzo  
Calle la Iglesia, 2, 24549 Carracedelo, León**

**This session will be broadcast**

Presented and moderated by: Ángela García de Arana and Riccardo Castellini, Department of International Cooperation, Cesefor Foundation.

- 15:00**      **Opening of the session**
- Welcome: Institute for Business Competitiveness of Castilla y León (ICE)
  - Introductions: Cesefor
- 15:30**      **Promoting the participation of SMEs in European networks and projects: ICE actions within the scope of the European Programs Unit.**
- 15:50**      **Enterprise Europe Network y sus servicios: Eva Ferrero, EEN - ICE.**
- 16:10**      **Presentation of Best Practices & Innovations identified in the sector.**
- Management of land for poplar timber production. SOMACYL – Álvaro Picardo (JCyL)
  - Mobilization of the private forestry market: Collective auctions of landowners through forestry associations – Olga Gonzalez, FAFCYL
  - LiDAR volume estimation of poplar forests – David García, ChoperApp
  - Potentiality and profitability analysis tools for poplar plantations in Castile and León. – Nacho Campanero, Cesefor Foundation
  - (Questions & Answers after each presentation)
- 17:40**      **Break**
- 18:00**      **Round table on the digitalization of the sector, its international development and the economic opportunities offered to companies**
- With the participation of:
- Álvaro Picardo – Junta de Castilla y León
  - Eduardo Tolosana - Universidad Politécnica de Madrid
  - David García – AGRESTA Soc. Coop.
  - Juan Picos - Universidad de Vigo
  - Pablo Sabín y Roberto Rubio - Cesefor
  - Andrea Argnani - AIEL (IT)
  - Henri Husson - CRPF Aquitania (FR)
- 19:00**      **End of session**

Inscripciones: [www.pfcyl.es](http://www.pfcyl.es)

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## **Field trip Rosewood 4.0** **Digitalization in the Poplar sector**

**Wednesday 16 June (morning)**  
**Field Trip**

- 9:00**      **Departure from León.**  
Visit to sawmilling companies, plantations and tree nurseries near León.  
*Lunch during the visit*
- 15:00**     **End of field trip Rosewood 4.0**  
Departure of participants in the afternoon

**IMPORTANT:** we would like to point out that between 17 and 19 June there will be **AsturForesta**: an international fair on wood that will take place the following days in Asturias, very close to León ([www.asturforesta.es](http://www.asturforesta.es)). However, travel & accommodation costs for participation are not eligible under Rosewood 4.0 project.

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