



UNLOCKING CROSS-REGIONAL COLLABORATION BETWEEN THE EU AND CHINA

PART I: INSIGHT SESSION

Session content:

- Speakers share the current research landscapes within the EU, China, and the international context
- Open discussion on how innovation management frameworks can be extended or repurposed to solve the most pressing challenges in the agri-food domain



Maral Mahdad

Innovation
Ecosystems and
Sustainability
Transition



Wim Vanhaverbeke

Digital Strategy
and
Transformation



Lingling Wei

Agricultural
Innovation and
High-tech
Agriculture



Xiangping Jia

Agriculture
Economics and
Policy

PART II : COLLABORATIVE CO-CREATION

Session content:

- **Map Out the Wisdom:** Contribute your current research focus to help generate a shared cross-regional "Research Landscape"
- **Sort Out the Gaps:** Identify blind spots, barriers, and underexplored challenges that current technologies or strategies fail to address
- **Figure Out the Future:** Co-create collaboration strategies and integrative research pathways across EU-China contexts



REGISTER NOW

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