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**Unique link for registration:**

<https://events.melia.com/en/events/melia-costa-del-sol/iMAC--All-participants>

## Melia Costa del Sol, Malaga, Spain

### Your personal invitation

### *Shaping the Future: creativity, policy, and strategy.*

*The international Meat Automation Congress(iMAC), was first established in the year 2000, following the European Commission initiative in this subject. It is with immense pleasure that we announce the 2023 event, returning to Malaga (the home of iMAC) with new leadership support of Dr Ole Alvseike, Animalia, Norway.*

*iMAC participation is by invitation only. The Congress is to review past and present efforts in technology achievements and globally recognised best practice related to meat production. The focus will be industrial needs and innovation, supported by developments in robotics and automation. The goal is creation of new collaboration, mobilisation of resource, and exchanges between technology developers and providers and end-users for the advancement that deliver short to medium term benefits to the meat sector, including pork, beef, poultry, and fish.*

iMAC is grateful to all participants, particularly speakers, sharing their experiences, planning collaborations that deliver value and outcomes resulting in better work conditions, sustainable performance, improved profitability, and effective application of new and robust technologies, embracing best practice.

*The contributions of all past speakers and participants, which has made iMAC a world-class forum, is gratefully acknowledged. We look forward to most exciting opportunity to share recent and imminent progress.*

#### Background

It is around 40 years since the pioneering work in robotics and automation for meat processing began in a few technology-motivated countries, led by visionary people and organisations. Developments have persisted with exciting outcomes from Europe, Australia, Japan, and North America, among others. At IFFA 1995 the first robot for meat production was presented for commercial installation. In the years that followed, many new applications from research and development have reached end-users.

iMAC followed the European Commission Meat Automation Concerted Action (MACA 1997-2000), established to exchange user and provider experiences. The Congress brought industry and researcher organisations together, facilitating collaboration and instigating fresh solutions for practical adoption.

iMAC returns to the Costa del Sol in a new location, where it will be held again every two years starting September 2023. We look forward to your participation and contribution. Please use this link to book.

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Attendance is by invitation and all participants are requested to book their accommodation and complete the registration using the information as emailed with this attachment.

The efforts by all concerned in organising, hosting, and attending iMAC is gratefully acknowledged.

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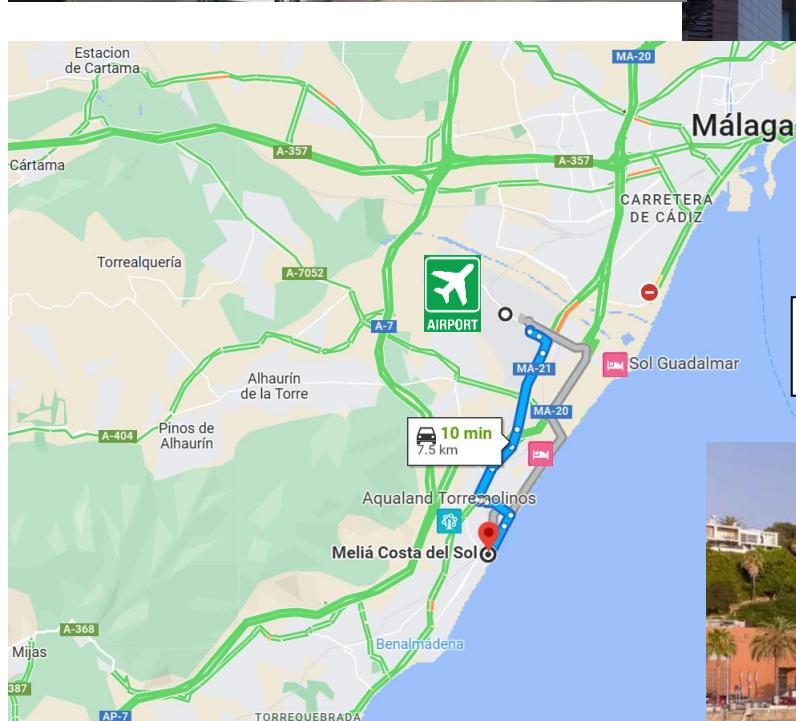
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## Melia Costa del Sol, Malaga, Spain

### The Venue and Congress Hotel:

#### Melia Costa del Sol

Paseo Maritimo 11 Playa de Bajondillo, Torremolinos, Spain 29620



**10 – 15 minutes by Taxi from Malaga Airport  
About 20-25 Euro.**



**Registration places are limited. Strongly recommend early room booking and registration.**

**Bookings are on first-come-first-served basis.**

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**Your participation will be important and most appreciated. PLACES are limited and your early registration is important to secure your participation.** (Everyone attending is expected to pay own cost and registration fee, including Chairpersons and Speakers, paying for their individual participation).

### **Organisation and Programme**

Principal Chair: **Ole Alvseike, Animalia, Norway**

Joint Chairs: Koorosh Khodabandehloo (Founder of iMAC), UK  
Francisco Requena, FACC SA - PROLONGO, Spain

### **Congress Co-chairs**

Stuart Shaw, AMPC, Australia

Alex Mason, NMBU, Norway

Per Berg, Nortura, Norway

Brian McFarlane, JBS, USA

Doug Britton, USA

Dagmar Brüggemann, MRI, Germany

### **International Committee**

Bob Delmore, Colorado State University, USA

Tatsuya UMINO, Mayekawa, Japan

Wayne Daley, Georgia Tech, USA

Bill Crookes, Pilgrims, USA

Doug Britton, Georgia Tech, USA

Simon Lushey, M&S, UK

Declan McDonnell, ABP Food Group, Ireland

Fred Bakkejord, Nortura, Norway

Pat Gleeson, PPS, Australia

Horst Eger, Marel (ex E+V), Germany

Niels Madsen, DMRI, Denmark

Klemens van Betteray, CSB, Germany

Clyde Campbell, Intelligent Robotics, Australia

Tom Maguire, Greenham, Australia

**Support & facilitation:** James Khodabandehloo, CT&C, UK

**Final iMAC Programme** (subject to confirmation and change as may be necessary)

**25<sup>th</sup> September 2023 - 1030 - 1300 Proposed visit to FACC SA for small group of invited participants.**

1400-1600 Hotel Check-in

1830 **Welcome reception**

1930 **Welcome dinner**

**26<sup>th</sup> September 2023**

**0900 Welcome Session**

0900 Opening address, **Ole Alvseike** (Principal Congress Chair), Animalia, Norway

0940 Welcome address, **Francisco Requena**, Host, and joint Chair, Faccsa – Prolongo, Spain

1000 First opening discussion

1030 **Break**

**1100 Industry and Business needs** (Facilitator: **F Requena**, FACC SA- PROLONGO, Spain)

1100 Challenges in the global meat supply, **Guillaume Roué**, IMS, Italy.

1130 Forty years of Meat Robotics, **Koorosh Khodabandehloo**, BMC, UK

1200 DMRI: Achieving World class solutions for the meat sector, **Lars Hinrichsen**, Danish Technological Institute, Denmark.

1230 Sessions Discussion

1300 **Lunch**

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**1430** *Practicality and Creativity* (Facilitator: *Pat Gleeson*, PPS, Australia)  
1430 Strategies for automation and retail, *Simon Lushey*, Marks and Spencer PLC, UK.  
1500 Robot de-boning, *Kazuhiko Hatori*, Mayekawa, Japan and Europe.  
1530 Sustainable advances in automation, *Jonathan Cook*, Intelligent Robotics, Australia.  
1600 Animal health, traceability and data solutions, Andrea C Dondona, Farm4trade, Italy.  
**1630** Discussion  
**1700** End of Day 1  
**1900** FACCASA DINNER

### 27<sup>th</sup> September 2023

**0900** *Advanced industrial applications* (Facilitator: *Simon Lushey*, M&S, UK)  
0900 Digitalisation of the beef supply chain, *Declan McDonnell*, ABP, UK& Ireland.  
0920 Robotics in meat processing, *Francesc Agusti*, Frontmatec, Europe.  
0940 Maximizing carcass value with AI, *Robert Ekrem*, Völur Inc., Norway  
1020 Sessions Discussion  
**1030** **Break**  
**1100** *Advanced industrial applications continued* (Facilitator: *Declan McDonnell*, ABP Food, Ireland)  
1100 Practical progress in Automation, *Dave McKenna*, DMC Enterprises, USA  
1120 Automation with digitisation, *Klemens van Betteray*, CSB, Germany.  
1140 Robots in a global food market, *Didier Piffet*, Staubli, France  
1200 DIY- Robotics, *Fraser Border*, RAMS Pty Ltd., Australia.  
1220 Session Discussion  
**1300** **Lunch**  
**1430** *Challenges and development* (Facilitator: *Niels Madsen*, DMRI, Denmark)  
1430 Meat industry challenges and automation, *Brian McFarlane*, JBS, USA.  
1500 RoButcher, *Alex Mason*, NMBU, Norway.  
1530 AI and robotics for meat processing, *Alireza Bab Hadiashar*, RMIT University, Australia.  
1600 Meat and sustainability, *Martin H Inderhaug*, Animalia, Norway.  
**1630** End of day Discussion.  
**1700** End of Day 2  
**1900** **CONGRESS DINNER**

### 28<sup>th</sup> September 2023

**0900** *Sustainable future for automation and international initiatives*  
0900 Sustainable Pork Production, *Francisco Requena & Sergio V Lozano*, Faccsa, Spain.  
1000 Future Strategies, *Ole Alvseike*, Animalia, Norway.  
1030 European RTD initiatives, *Antonio Puente Rodero*, European Commission.  
1100 Australian red meat sector initiatives, *Stuart Shaw*, AMPC, Australia.  
**1100** **Congress debate – learning that must shape the future of Meat Automation.**  
*Can we accelerate adoption. What will be the consequence if we don't.*  
**1200** **End of Congress**

Delegates arrange their own lunch (not included).

*Journey to Barcelona for small group of 6 to visit beef operation in FRIBIN.*

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## Melia Costa del Sol, Malaga, Spain

### Topics

- Robotic carcass cutting
- De-boning and trimming
- Slicing and portion control
- Quality and sensory technologies
- Business process and management of change
- Artificial intelligence
- User experiences and value proposition
- New applications and industry need
- Hygiene, cleaning, and contamination control
- Supply chain integration and market influences
- Automated slaughtering
- Handling and packaging
- Inspection and grading
- Digital solutions and traceability
- Cobotics and human factors
- Safety and high-risk applications
- Case studies and emerging solutions
- Factory solutions and sustainability
- Traceability and consumer protection
- Other topics as may be offered by chairs and invited speakers.

We hope that Speakers can consider the following in preparing their contributions, but not exclusively as each participant has the possibility to bring new thoughts (or even fully developed ones from the past) to broaden the discussion and influence direction for best outcome from the Congress and socioeconomic impact:

- Automation and human workforce in the future
- Automation and sustainable development goals
- Automation and inequality
- Automation and globalisation
- Trends and targets in automation; products, customers, and consumers in 2030 and 2050
- AI and its applications to the meat and food industry
- Impacts and benefits beyond those that reflect economic savings and profitability
- Role and form of global networking in the future
- Roles and forms of collaboration in the future
- Other.

Colleagues may recommend contribution by others who should be attending by emailing [iMAC\\_2023@aol.com](mailto:iMAC_2023@aol.com). Nominated speakers or delegates will be informed subject to availability and consideration of the iMAC Chairpersons.

iMAC registrations is open only to Chairpersons, International Committee members, those already included on the Speaker's list. Additional places general invitation of participants will be considered once the Speakers, committee members and Chairs, have registered, given the limited number of places. Please confirm your participation and register now, booking your accommodation if you are already named as speaker, chairperson, or committee member.

Thank you on behalf of iMAC.

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