



1st-3rd October 2025

iMAC 2025 Programme

Wednesday 1st October 2025

Check-in on arrival

1930 - 2100 Welcome cocktail dinner (standing format service with food and drinks) at Hotel Sol Melia Don Pablo's terrace besides the pool.

Thursday 2nd October 2025

0800: Welcome Session:

0800: Opening: iMAC Chairman **Ole Alvseike**, Animalia, Norway

0810: Welcome address: **Sergio Vega**, Host, and joint Chair, FACCSA- PROLONGO, Spain.

0815: Short presentation of attendees: 20 seconds per person: Name and affiliation.

0835: Ignition: Relevant EU R&D calls for 2026-2027

Alex Mason, Emnisense, Norway

0845: Session 1- Industry and Business, Challenges and Technology Needs:

0845: Keynote: Advanced technologies as a value driver in low margin business.

Lars Hinrichsen, DTI, Denmark

0915: Meat production challenges that technology may solve.

Declan McDonnell, ABP Food Group, Ireland

0940: 10-minute presentations:

Per Berg, Nortura SA, Norway

Sergio Vega, FACCSA Prolongo, Spain

Axel Dønnum, Fatland Oslo AS, Norway

1010: Discussion

1030: Break



1100: Session 2 – Data Science and AI in the Meat Industry:

1100: Keynote: Artificial intelligence trends and application in industries

Prof Manuel Diaz, Malaga University, Spain

1130: Advances in data-driven meat production

Josef Huber and Alexander Maier, CSB, Germany.

1150: Data science solutions for Animal health and Food safety

Andrea Capobianco Dondona, Farm4trade, Italy.

1210: Data science for carcass grading and hygiene categorisation

Theodor Skramstad, Animalia, Norway

1230: Challenges in the value chain optimisation

Jesus Siles, NoriDane Consult, Denmark

1250 Discussion

1300 Lunch

1400 Session 2 continued

1400: Artificial intelligence and sensors to safeguard animal welfare and optimize efficiency at the slaughterhouse.

Louis Gosschalk and Elisa Driehuis, Argus, Netherlands

1420: AI Sensors to Measure Anything

Rian McDonnell, FloVision solutions, USA

1440: Objective Assessment of Carcass Hygiene at Line-Speed; Optimising Contamination Management with Veritide's BluMax Vision System.

Gerard Kilpatrick, Veritide, New Zealand

1510: Objective and automatic categorisation of hides.

Ian Esper, Animalia, Norway

1530: Break

1600: Towards Building Automated Feedlots

Alireza Bab-Hadiashar, RMIT, Australia

1620: Implementation of VetInspector in Danish broiler production

Marianne Sandberg, DTU, Denmark

1640: Discussion

1700 End of Day 1.

2000 Congress FACCSA DINNER. [Casa Juan Los Mellizos](#) in walking distance from iMAC venue

Address: C. de San Ginés, 20, 29620 Torremolinos, Málaga



Friday 3rd October 2025

0830: Session 3 - Advanced Industrial Hardware Applications I

0830: Keynote: Scalable & Intelligent Automation for Poultry Processing

Douglas Britton, Georgia Tech, Atlanta, USA

0900: Primary cutting with AI-based recognition technology

Junta Hirayama, MAYEKAWA MFG. CO., LTD.

0920: Innovations from Baader

Michael Gillespie, Baader, Netherlands

0940: Automation in dry cured meat processing plants

Nicolò Ronchetti, Travaglini, Italy

1000: Advances in smart drying of meat products

Israel Muñoz, IRTA, Spain

1020: Discussion

1030: Break

1100: Session 4 - Advanced Industrial Hardware Applications II

1100: Success factors for automation and robotization in food industry

Edouard Perona, Staübli, France

1120: Successful cases integrating technology in the meat industry

Ramon Macebo, Mottus, Spain

1140: Excellence in automation and sustainability in the food industry

Cristian Gago, Omron, Spain

1200: New systems for poultry-slaughterhouse, foreign object detection

Carsten Cruse, CLK, Germany

1220: Collaborative Automation in Protein Manufacture

Wayne Daley, WDDL Associates Inc., USA

1240: Intelligent automation

Alex Mason, NMBU, Norway.

1300: Discussion

1330: Lunch



1430: Session 5 – Sustainable Future for Automation and International Initiatives:

Chair: Koorosh Khodabandehloo, BMC, UK

1430: Global Collaboration for RD&E of meat processing automation

Stuart Shaw, AMPC, Australia

1450: Funding opportunities within the Horizon Europe framework

Antonio Palanco, ANDALUCIA TRADE, Spain

1510: Idea, can we get an EMPC?

Declan McDonnell, ABP, Ireland

1520: Hygiene and meat inspection

Andrea Capobianco Dondona, Farm4trade, Italy.

1530: Panel discussion

1600 End of Congress

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