



24-26 SEPT 2024 | DUBAI WORLD TRADE CENTRE



DAY 3: ELEVATOR PITCH LOUNGE

Moderator: [Henry Gordon-Smith](#) (Founder & CEO - Agritecture | Innovation Board Member - EFUA), US/Germany

Timing: Thursday, 26th September (13:00 - 14:00*)

**Extendable (depending on interest levels)*

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| Overview | <p>An opportunity for any investment company representatives, startups and industry specialists to take to the stage and give a 1 minute elevator pitch (no slides) in an informal setting followed by (up to) 4 minutes of Q&A.</p> <p>1:1 follow up meetings can then take place in the Investor Lounge or elsewhere.</p> |
| How to take part | <p>You must be a registered speaker with Gulfood Green to take part. If you are not registered you can't take part as all speakers need a UAE-government provided speaker license to speak specifically at Gulfood Green.0</p> <p>If you have provided the Green Shoots team your Passports (and EID in the case of UAE-nationals, then you can be highly confident that you will receive your speaker license on time and you will be eligible to take part in the Elevator Pitch Lounge).</p> |
| Target Group (Who Will Benefit) | <p>This pitch event is suitable for:</p> <ol style="list-style-type: none">1) Investors looking for startups to invest in2) Startups looking for investors, co-founders, talent and industry experts3) Industry experts with research or ideas to share with the startup community4) Entrepreneurial talent looking for jobs within a startup environment <p>NOTE:</p> <p><i>If you participated in Pitch Competition Semi-Finals you are not eligible to take part in this</i></p> |



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Meet Your Host



HENRY GORDON-SMITH

(Founder & CEO - Agritecture | Innovation Board Member - EFUA), US/Germany

Claim to Fame:

Voted one of the top global food and agriculture influencers in 2019 by Rabobank

Henry Gordon-Smith is a global sustainability and gtech consultant, founder and CEO of Agritecture, a leading urban agriculture consulting firm. Known for his expertise in controlled environment agriculture (CEA), vertical farming, and sustainable food systems, Henry has advised clients worldwide on integrating innovative agricultural practices into urban settings. A frequent speaker and moderator at international events, he is passionate about addressing climate change, food security, and resource management through technology and design. Henry is also an advocate for agritourism and regenerative agriculture, actively engaging with projects that promote sustainable farming and education.