



WHY DO NATURAL HISTORY COLLECTIONS MATTER?

20th October 2016 • Royal Botanic Garden of Madrid

CETAF invites you to join us at **Madrid's famous Royal Botanic Garden** where high-profile speakers from industry, culture and science will showcase the societal relevance of natural history collections.

H.S.H. Prince Albert II of Monaco will open the event, and with the help of **Carl Linnaeus**, the father of taxonomy himself - played by Hans Odöo - we will explore the opportunities for businesses and innovators to work with natural history collections across Europe.

SIGN UP FOR EVENT

EVENT PROGRAMME

Contact us:

ana.casino@cetaf.org

www.facebook.com/eurotaxonomy

<https://twitter.com/eurotaxonomy>

CONVENER



CARL LINNAEUS
Played by Hans Odöo

OPENING STATEMENTS



**H.S.H. ALBERT II
PRINCE OF MONACO**



CAROL PORTABELLA
President of the Foundation
Prince Albert II in Spain

SPEAKERS



CARMEN VELA
Spanish Secretary of State
for Research, Development
and Innovation, Madrid (ES)



JAVIER DE LA TORRE
Founder and CEO
of CARTO,
New York (USA)



SOPHIE TUFFET
CEO of Imagene,
Paris (FR)



CARSTEN RAHBEK
Director of the Center of
Macroecology, Evolution and
Climate - University of
Copenhagen (DK)

PANELISTS



JUAN LUIS ARSUAGA
Paleoanthropologist,
Scientific Director of the
Museum of Human Evolution (ES)



RAMÓN NÚÑEZ
Scientific communicator
and museologist,
La Coruña (ES)



MICHELLE PRICE
Chair of CETAF,
Conservatory and Botanical
Gardens of Geneva (CH)

FOOD & DRINKS



The two starred Michelin Chef **MARIO SANDOVAL** will be providing refreshments, using a selection of food and drinks inspired by the Royal Botanic Garden of Madrid

Buen provecho!