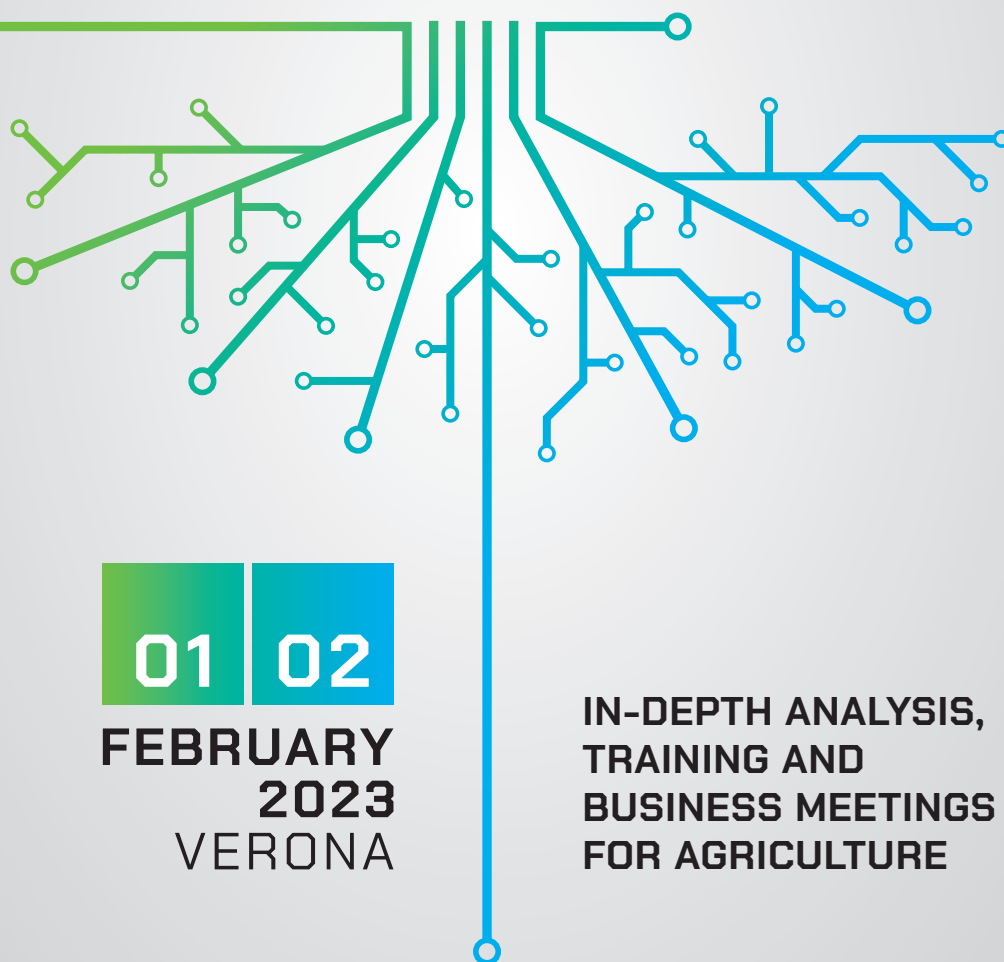


FIERAGRICOLA TECH

DIGITAL
ENERGY
WATER



01 02
FEBRUARY
2023
VERONA

**IN-DEPTH ANALYSIS,
TRAINING AND
BUSINESS MEETINGS
FOR AGRICULTURE**



FIERAGRICOLA TECH
THE VERTICAL
EVENT FOR
INNOVATION
IN AGRICULTURE



Fieragricola TECH is the newly-founded vertical event at Fieragricola specifically for innovation in agriculture.

Two days of in-depth analysis, training and business meetings for sector operators.

On 1st and 2nd February 2023, at Veronafiere's Palaexpo Congress Centre, Fieragricola TECH will showcase technologies and solutions to support the agricultural world which is faced with

upholding the challenges of ecological transition and the application of new agricultural policies that are rewriting production guidelines.

Agriculture will increasingly be obliged to combine the aspects of increased productivity and the need for rationality and sustainability for future generations, while at the same time ensuring the right competitiveness within the sector.



THREE INTERCONNECTED THEMATIC AREAS

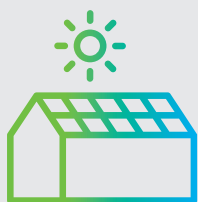


ROBOTICS AND DIGITAL



The sector is undergoing exponential growth: according to Milan Polytechnic's Smart Agrifood Observatory, digital agriculture in Italy is worth EUR 1.6 billion (data 2021), with a marked acceleration linked to incentive policies. The spread of new technologies is being driven by the answers that digitalisation provides in terms of the rational use of resources, the possibility of reducing emissions (and meeting the 2050 zero emission targets), production process transparency and the possibility of monitoring

and certifying every step along the supply chain. From drones to sensor technology, from IoT solutions to systems for land and crop mapping, from tools for interconnecting machinery and agricultural equipment to management software, from solutions for correct water resource management to monitoring the health of crops in the field, the opportunities for agriculture are constantly evolving. Furthermore, in some cases, robotics is taking on a crucial role in response to the lack of manpower.



RENEWABLE ENERGIES IN AGRICULTURE

Ecological transition and farm profitability:

agroenergy and agrovoltatics (solar energy systems on agricultural crops built according to new sustainable criteria) fully combine these two aspects. New business models that focus on farms, appropriately supported by a political vision contained within the National Recovery and Resilience Plan (NRRP) and by adequate economic resources for the development of agrovoltatics, agricultural biogas and biomethane and the agrisolar park.



SOLUTIONS AND TECHNOLOGIES FOR MANAGING AND SAVING WATER



In a period of emergency, such as the one recently experienced, agriculture is faced with finding the best sustainable solutions to rationalise the use of water resources and optimise management in order to reduce irrigation efforts.

A SMART EXHIBITION FORMAT

Fieragricola TECH will have a smart format:

- a **two-day event**
- a **turnkey formula** designed to optimise time and costs
- **3 workshop rooms** integrated into the exhibition itinerary

Fieragricola TECH will be held at **Veronafiere's Palaexpo Congress Centre**, an easily accessible, self-contained facility with ample parking in front.



WHO WILL ATTEND

- AGRONOMISTS
- AGRICULTURAL EXPERTS
- LAND RECLAMATION CONSORTIA
- VETERINARIANS
- BREEDERS
- AGRICULTURAL ENTREPRENEURS
- AGROMECHANICAL ENTREPRENEURS
- ENGINEERS
- CONSULTANTS
- PUBLIC ADMINISTRATIONS
- UNIVERSITIES
- RESEARCH CENTRES

WHY EXHIBIT

- 1** To present innovative solutions to a market that is increasingly more interested in how to improve the production processes, performances and results of its farms
- 2** To create direct confrontation with the farming and animal breeding worlds
- 3** To intercept those who are increasingly attentive to environmental, economic and social sustainability issues
- 4** To discuss new technologies and innovative solutions with sector stakeholders

CONTENT “PREMIUM”

FIERAGRICOLA TECH'S STRONG POINT

Due to collaboration with some of Fieragricola's historical partners, Fieragricola TECH will offer a **highly qualified programme of technical events**. Once again, these will be exceedingly streamlined formats with an extremely practical and useful slant for sector operators.

THE CALENDAR WILL INCLUDE THE FOLLOWING TOPICS



Software and programmes for irrigation and fertigation management.



Equipment for systems managed remotely and with GPS.



Robot deployment: applications, benefits, costs and case studies.



Precision agriculture, big data and artificial intelligence.



Sensor technology and software for precision livestock farming.



Robotisation in animal feeding and milking.



Biogas and biomethane: an opportunity for farms. Regulatory framework, incentives, applications.



Agrovoltatics: technological state of the art, regulations and incentives. What opportunities?



Solar technologies and renewables to reduce energy costs for farms.



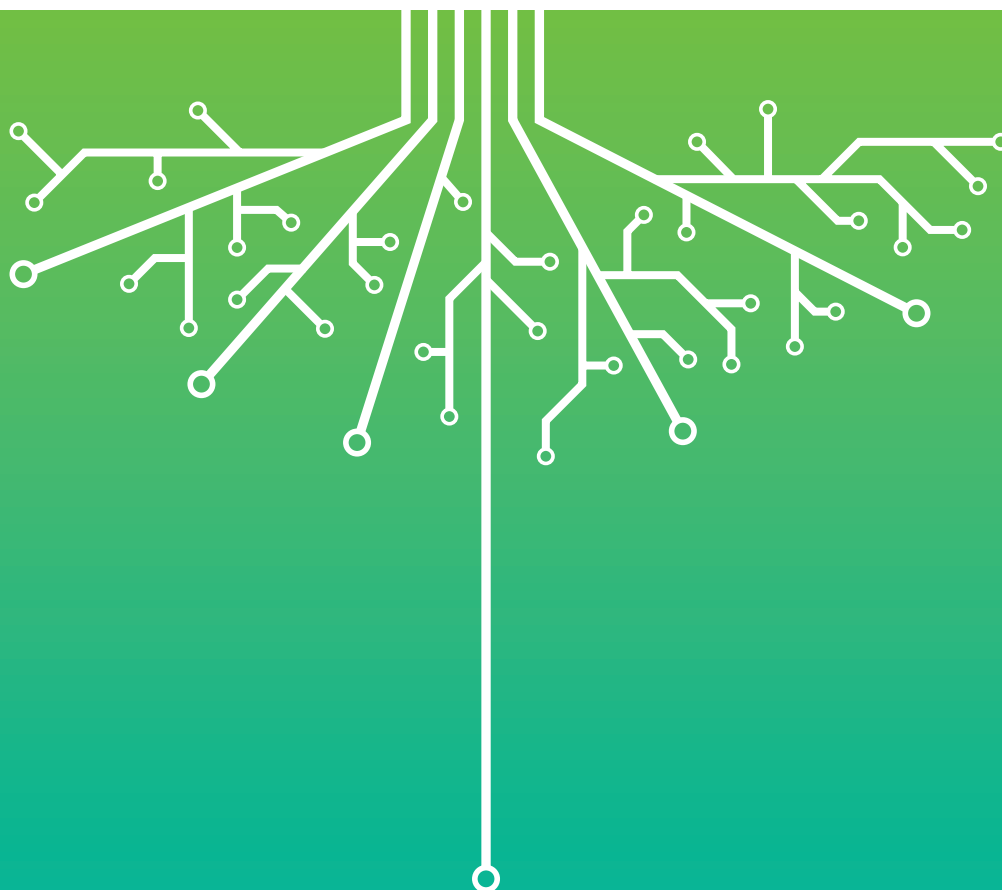
Electrification transition for self-propelled vehicles and equipment.



Genetic improvement techniques: what scenarios with the use of AETs (Assisted Evolution Technologies)?



Biosolution: biocontrol and functional biostimulants.



FIERAGRICOLA **TECH**

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