



FIERAGRICOLA
115th International Agricultural Technologies Show

26 **29** **JANUARY**
2022
VERONA

DIGITAL FARMING

DIGITAL FARMING PAVILION

SEE, TEST AND FULLY UNDERSTAND THE DIGITAL SOLUTIONS

NUMBERS AND CONTEXT

The data speak for themselves: Agriculture 4.0 generated a turnover of around 540 million euros in Italy in 2020, with an increase of about 20% compared to 2019. This share amounts to approx. 4% of the world market, estimated at about 13.7 billion dollars (+76% compared to 2019). According to Smart AgriFood Observatory estimates, Agriculture 4.0 tools are implemented on roughly 3-4% of farmed surfaces and growth forecasts are exponential. Demand and the market are growing but there is still a long way to go.

THE IDEA AND SET UP

Focus attention on a selection of 4.0 innovations that exhibiting companies at Fieragricola 2022 will directly present to the attending public. This is the aim of the Digital Farming Pavilion, an **exhibition space specifically for Agriculture 4.0 solutions** with its own **workshop area**.



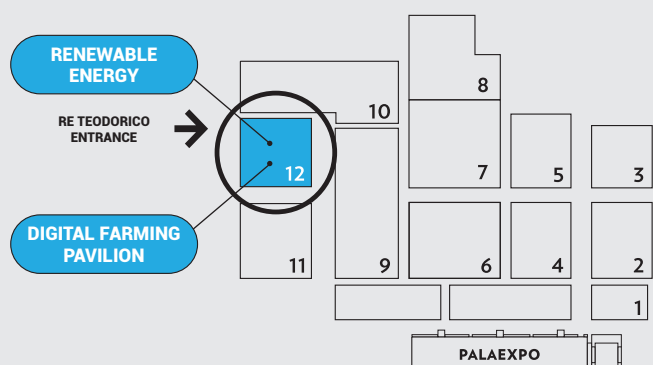
IN COLLABORATION WITH

IMAGE LINE
INTERNET • COMMUNICATION • AGRICULTURE

Digital Agriculture is an extremely fertile land of opportunities that must be knowingly cultivated with precise and shared data, good communication and the right skills.

For this reason, Fieragricola, in collaboration with Image Line, decided to generate the **Digital Farming Hall**, the first exhibition area designed to **see, test and fully understand the digital solutions**.

(Data: Research report 2020 - Osservatorio Smart Agrifood School of Management at Milan Polytechnic and Laboratorio RISE at Brescia University)



WHY EXHIBIT

- To be part of a unique and unprecedented project in the Italian trade show market
- To offer visitors concrete solutions
- To respond to a market need
- To expand business and the professional network

WHO ATTENDS

Entrepreneurs, farmers, technicians, consultants, sector associations, authorities and institutions.

WHO EXHIBITS

Sensor technology companies / IoT (Internet of things), software for farming / farm manager information systems, technology for traceability and quality, robotics and self-driving vehicles, remote sensing and positioning, connectivity and telecommunications.



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