



**AgriBITS Europe**

Utrecht, The Netherlands

5-6 September 2024

# AGRIFOOD MEETS DIGITALIZATION

Live at Europe's 2024 Expert Summit

[www.agribits.nl](http://www.agribits.nl)

# ABOUT THE SUMMIT



## TRANSITIONING AGRIFOOD THROUGH CONNECTIVITY AND DIGITALIZATION

Connectivity and digitalization, encompassing cutting-edge technologies such as Artificial Intelligence (AI), Internet of Things (IoT), and big data analytics, are poised to emerge as the principal drivers of value creation within the agrifood industry

**Join AgriBITS 2024, in the Netherlands, in charting the course for the agrifood industry's digital transformation, and catalyzing the next wave of innovation.**

## LEADERSHIP ON A GLOBAL SCALE

Positioned at the forefront of agrifoodtech innovation, the Netherlands serves as a preeminent hub for pioneering solutions and groundbreaking advancements. This strategic location is poised to play a pivotal role in shaping the future of agrifood.

## COLLABORATION FOR TRANSFORMATION

Realizing the full potential of this digital revolution necessitates the active participation and collaboration of every stakeholder, spanning the entire agrifood supply chain — from producers on the farm to distributors and retailers serving the end-consumer.

## A DRIVER FOR CHANGE

Climate fluctuations, epidemics, socio-political developments, resource scarcity, and the need to feed a growing global population demand innovative solutions. Digitalization emerges as a beacon of hope, offering precision farming, data-driven decision-making, and supply chain optimization. Through digital tools and technologies, agriculture has the option to become more resilient, efficient, and sustainable.

# TOPICS COVERED



**AgriBITS**



**SENSOR TECHNOLOGY**



**AI**



**BIG DATA ANALYTICS**



**CYBER SECURITY**



**IOT, 5G, NETWORKING TECHNOLOGY AND CLOUD**



**AUTOMATION AND ROBOTICS**



**SIMULATION AND DIGITAL TWIN**



**SOFTWARE, WEBSITE AND APP DEVELOPMENT**



**IDENTIFICATION, TRACKING & TRACING (ADC/RFID)**



**MACHINE TO MACHINE COMMUNICATION (M2M)**



**REMOTE SENSING, POSITIONING TECHNOLOGY, REMOTE CONTROL**

# WHO ATTENDS



Digitalization Solution Providers



Software & hardware suppliers



Machinery & equipment suppliers



Large Farmers and Cooperatives

## PARTICIPATING



Tech Companies



Consulting Firms



Investors

## VISITING



Research Institutions



Start-ups and Scale-ups



Feed and Food Processors



Biotech Corporations

# PARTICIPATION OPTIONS



## Regular Package

€ 5.490

- ✓ **Stand construction**
  - Graphics
  - Furniture
  - TV screen & main power connection
  - Basic cleaning
- ✓ **Service package for 2 people**
  - Parking for 2 days
  - Catering for 2
- ✓ **VNU Connect**
  - Event app
  - Agrifood community
- ✓ **Registration fee**

## Start-up Package

€ 1.995

- ✓ **Stand construction**
  - Logo
  - Furniture
  - Main power connection
  - Basic cleaning
- ✓ **Service package for 2 people**
  - Parking for 2 days
  - Catering for 2
- ✓ **VNU Connect**
  - Event app
  - Agrifood community
- ✓ **Registration fee**

< 5 years in the market

# EVENT OUTLINE



- ◆ **WELCOMING EVENING EVENT: 4 SEPTEMBER**
  - ◆ **CONFERENCE AND EXHIBITION: 5 & 6 SEPTEMBER**
  - ◆ **EVENING NETWORKING MIXER: 5 SEPTEMBER**
- 
- ◆ **EASY PLUG AND PLAY PARTICIPATION FORMAT**  
MAXIMUM VISIBILITY SPONSORSHIP OPPORTUNITIES  
SPECIAL START-UP RATES (<5 YEARS)
- 
- ◆ **VISITOR PARTICIPATION PACKAGES**  
EXHIBITION AREA AND CONFERENCE PARTICIPATION  
ACCESS OPTIONAL PARTICIPATION TO NETWORKING  
EVENTS

## ORGANIZED BY: VNU EUROPE

AgriBITS is organized by VNU Exhibitions Europe, a daughter company of the Dutch trade show organizer Jaarbeurs. VNU Exhibitions organizes trade shows, conferences and summits outside the Netherlands also. We have our own companies in China and Thailand, while our head office is in Utrecht, from where the company works on expanding around the globe.

VNU Europe is located in Utrecht, The Netherlands, within the extensive Jaarbeurs complex. The international team is wholly involved in the agrifood sector, focusing on the organization of the worldwide industry events such as VIV and Horti Agri Next. VNU's Utrecht team organizes shows in the Netherlands, the United Arab Emirates, China, Thailand, Turkey and Africa.

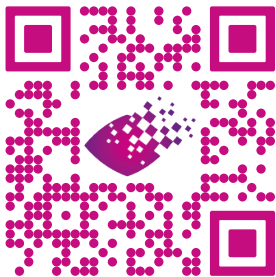
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# AgriBITS Europe

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## CONTACT US



More information?  
Go to [agribits.nl](https://agribits.nl) or  
scan the QR-code.

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