



EIP-AGRI SEMINAR DATA REVOLUTION **22-23 JUNE 2016 - SOFIA, BULGARIA**

funded by  European Commission

EIP-AGRI Seminar 'Data revolution: emerging new business models in the agri-food sector'

Wednesday 22 June – Thursday 23 June 2016
Sofia Technological Park, Innovation Forum John Atanasoff – Sofia, Bulgaria

Development of ICT and sensor based technologies, procedures and software have enormously increased the amount of data collected, and available, in agricultural sectors and through the whole supply chain (from farm to fork). The appearance and adoption of biosensors, nanotechnology, low-cost electronics, the Internet of Things or remote sensing devices, among others, will further boost the data domain. This scenario offers significant potential for new data driven business models.

Several initiatives are already in place, many are quickly developing, and even more are just ideas. The seminar intends to connect all of them bringing the community together and giving people launching or conceiving new data driven businesses the opportunity to discuss, test and enrich their ideas while meeting other members of the community.

Furthermore the seminar will reflect on how agricultural and rural development policy can support the data revolution for an enhanced productivity and sustainability in the wide agri-food chain, covering different sectors, farm types and production systems.

The concrete objectives of the seminar are:

- Identify and discuss existing and potential data driven business models in the agricultural sector, including the whole supply chain
- Identify enabling conditions for these business models and strategies to support their development
- Bringing people together to further develop data driven business models

Experiences and ideas of participants will be at the core of the seminar and they will have the chance to present their business models to other colleagues and innovators.

This seminar is organised within the framework of the European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI) by the European Commission's Directorate General for Agriculture and Rural Development in cooperation with the Institute for Agrostrategies and Innovations in Sofia.

The event information will be updated on the [event webpage](#) on www.eip-agri.eu



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Programme

Please note that this seminar will be held in English only.

Day 1 – Wednesday, 22 June 2016

What's going on in the data domain in the agri-food sector

12:30 – 13:30 Registration and buffet lunch

13:30 – 13:50 Welcome and introduction

Vassil Groudev – Ministry of Agriculture and Food, Bulgaria

Iman Boot – Directorate-General Agriculture and Rural Development, Unit H5, European Commission

13:50 – 14:20 Data innovation in the agri-sector

Krijn Poppe – Wageningen University

14:20-14:30 Introduction and preparation for the breakout session

Vincent Tiel Groenestege – EIP-AGRI Service Point

14:30 – 16:45 Sharing experiences: data business cases in the agri-food sector

Breakout session

16:45 – 17:15 Coffee break

17:15 – 17:30 Sharing experiences: data business cases in the agri-food sector

Reflection in plenary

17:30 – 17:45 What support is available for developing data business models?

Iman Boot – Directorate-General Agriculture and Rural Development, Unit H5, European Commission

17:45 – 18:30 Business case speed dating

Participants present and discuss concrete data business cases

18:30 – 18:45 Conclusions of the day

Reflection in plenary

20:00 – 22:00 Social dinner



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Day 2 – Thursday, 23 June 2016

Towards the future: pathways and catalysts to successful data driven business models

- 9:00 – 9:10 Introduction to the day**
- 9:10 – 9:55** The previous day's harvest
- 9:55 – 10:45** Moving towards the future
Open discussion session (I)
- 10:45 – 11:00 Coffee break**
- 11:00 – 12:00** Moving towards the future
Open discussion session (II)
- 12:00 – 12:30** Results of open discussion sessions and general reflections
Feedback from convenors of the open discussion groups
- 12:30 – 12:45** Closing of the seminar
Iman Boot – Directorate-General Agriculture and Rural Development, Unit H5, European Commission
- 12:45 – 13:45 Light lunch and goodbye**