



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

**22-23 June 2016
Sofia, Bulgaria**

**All information of the workshop is
available on www.eip-agri.eu
at the event webpage**

https://ec.europa.eu/eip/agriculture/en/Seminar_Data_Revolution

Emerging new business models in the AGRI Food sector



Iman Boot

Directorate General for Agriculture and Rural Development

Background



Big data

Precision Farming

Background

- Resource efficiency
- New products / services
- Golden future (just around the corner)

- You are this golden future

Objectives

- Learn about the new business models
- Explore what the EU can do to support new developments
- Explore what you can do to help yourself



European
Commission



Agriculture
and Rural
Development