

# INVITATION

## Europe's Opportunity in Digital Agriculture

Thursday, 14th January, 2016

Time : 8.30am - 5pm

Thon EU Hotel, Rue de la Loi  
75,B-1040, Brussels, Belgium.

Waterford Institute of Technology's Telecommunications, Software and Systems Group (TSSG), in association with the CONNECT Centre for Future Networks, invites you to a workshop to explore and discuss "**Europe's Opportunity in Digital Agriculture**". Speakers will include: Mr. Phil Hogan, EU Commissioner for Agriculture and Rural Development; Mr. Mario Campolargo, Director of DG Connect; Prof. Willie Donnelly, President of WIT; Prof. Linda Doyle, Director of CONNECT and Professor of Engineering and the Arts at Trinity College Dublin; and Prof Janet Bainbridge, Head of Agricultural Technology at UK Trade & Investment.

Our afternoon session will provide an excellent networking opportunity among our audience of National Contact Points, project officers, industry experts and other leaders in EU research and innovation.

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Horizon 2020's multi-actor and innovation focus requires research institutions, industry and society to come together in new ways. In supporting the drive towards smart farming as an important contributor to feeding growing populations and in line with the overall CAP objectives, "Europe's Opportunity in Digital Agriculture" specifically aligns with long-term strategic objectives the EU Rural Development Policy in the period 2014-2020 by:

- (i) Fostering the competitiveness of agriculture and
- (ii) Achieving a balanced territorial development of rural economies and communities including the creation and maintenance of employment.

Our workshop aims to bring together leaders from Agriculture and ICT as we identify common opportunities leading to the development of a national strategy for growing an export-focused Digital Agriculture industry.

The attendance of policy makers, thought-leaders, academics and industry experts will make this a participative and worthwhile workshop.