

Invitation

# Partners in Dialogue



The Ambassador of Switzerland to the European Union, H.E. Dr. Roberto Balzaretto, cordially invites you to join the discussion

# Partners in Dialogue

“How Information and Communication Technologies (ICT) are going to change the Agro-food sector in the next ten years”

**Wednesday 15<sup>th</sup> July 2015 at 10:15 am**

**Place du Luxembourg 1, 1050 Brussels**

Information and Communication Technologies (ICT) are everywhere. They are revolutionizing the way we work, the way we think and our very way of life. Therefore it is not surprising that ICT are also at the heart of the President of the European Commission's agenda through the digital economy objective.

The way how ICT are affecting the agro-food sector is often underestimated. But the need of agricultural information and communication provided by GPS, drones, automatic robots and social media is already important and keeps on growing in parallel to the pace of change in the ICT industry. With a growing global population and limited resources, agriculture will have to produce more food while limiting its emissions and preserving the environment. In the agricultural sector, ICT constitute one of the innovation areas with the highest potential to tackle such important challenges. Moreover, some promising technologies, such as those linked to farm data analysis and sharing, are just starting to be used.

How will these new technologies impact European farm practice in the near future? What are the major trends and opportunities to be expected from ICT, including common issues in the agro food sector such as product marketing, meteorological previsions, forecasts on commodity markets or item delivery to the consumer? Which contributions on the sustainable intensification of agriculture could offer ICT? How could these new technologies be best empowered by the farmers and how could the State best support an integrative and smooth adaptation?

# Programme

10:15 Registration

10:30 Welcome note

H.E. Dr Roberto Balzaretti, Ambassador of Switzerland to the EU

Panel discussion

**Mr Krijn J. Poppe**

Agricultural Economics Research Institute (LEI) of Wageningen University and Research Centre

Co-chair of the collaborative working group AKIS (Agricultural Knowledge and Innovation Systems) of the EU's Standing Committee on Agricultural Research (SCAR)

**Mr Pierre Treinen**

Director of the Rural Economy Office, Grand Duchy of Luxembourg

**Mr David Mäder**

Manager, Products Centre for Agriculture, Swiss Reinsurance Company

**Mr Adrian Aebi**

Deputy Director General, Federal office for agriculture, Switzerland

Moderator

**Mr Edward Bray**

Deputy Editor AGRA FACTS & AGRA FOCUS,  
reporter with the independent video platform – viEUws

12:00 Reception

In order to confirm your attendance please reply to  
[partnersindialogue@eda.admin.ch](mailto:partnersindialogue@eda.admin.ch)  
by Friday 10<sup>th</sup> July 2015

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