

# Agri Food Innovation Event

27-28 June 2018 – Brightlands Campus Greenport Venlo, The Netherlands

The [Agri Food Innovation Event](#) brings together all aspects of technological innovation that will impact the future of agriculture. In a two day event we organise four conferences, each addressing a specific aspect of food and agriculture related innovations and an exhibition.

## Expo (27-28 June 2018)

In the separately accessible Expo, technology leaders and integrators of food and agriculture innovation will showcase a broad range of practical solutions for dealing with challenges to provide sufficient food for an ever growing world population.

The Agri Food Innovation Event is a dedicated and focused business and research platform, unique in bringing together European and global companies from the entire food industry chain: supply chain with customers, producers, retailers and researchers.

### The Expo covers:

Technologies for Vertical Farming • Technologies for Smart Farming • Technologies for 3D Food Printing • Technologies for Healthy Nutrition • Patent issues • Legal and Regulatory issues • Investment opportunities • Research

### Target Audiences:

Food Industry • Food retail • Farmers • Growers • Agricultural industry • Technology suppliers (corporate, start-up) • System integrators • Governmental bodies (Local, Regional, National) • Project developers • Finance & Consulting • Food Logistics • Research institutes • Universities • NGO's • Charities

The Agri Food Innovation Event is part of a unique 2-day Expo and 2-day conference programme with four conferences, each addressing a specific aspect of food and agriculture related innovations.



## [Vertical Farming Conference](#) (2<sup>nd</sup> edition)

27 June 2018



The continually-growing world populations, the global trend to urbanisation, climate change and pressure on natural resources are key drivers for policies on global food security. Vertical farming is an innovative methodology for vertical cultivation of agricultural products, which can also realize true zero-mile city food supply.

## [Healthy Nutrition Conference](#) (2<sup>nd</sup> edition)

27 June 2018



How can innovation in nutrition help to improve the wellbeing of the growing and ageing population in the world? With a growing and ageing population worldwide, the importance of healthy nutrition is of paramount importance. The impact of technology requires a cross-sector knowledge exchange and cooperation. This conference brings the food industry, retailers, foodservice providers, government and those working in nutrition, together to enable collaboration and innovation and to support a sustainable healthy nutrition landscape for the future.

## [3D Food Printing Conference](#) (4th edition)

28 June 2018



As with all 3D printing applications and aspects, 3D Food Printing is a huge hype. The 3D printing technology will be fundamental to the way people interact with food in the future. However, much research is required to change the hype into reality. Which industries will be influenced by the technology? Which food components can be printed in the near future? And which aspects should be taken into account to ensure safety and maintainability of 3D printed food? The 3D Food Printing Conference will answer this kind of questions.

## [Smart Farming Conference](#) (2<sup>nd</sup> edition)

28 June 2018



After mechanisation, the introduction of mineral fertiliser and the industrialisation of production processes, connectivity and data management are now set to unleash the next revolution in the history of farming, smart farming. Precision agriculture has been an evolving reality for some time, but it has now reached a point where it is not only possible to collect vast quantities of data, but also to control different pieces of equipment or monitor individual animals. A growing number of farmers are starting to adopt digital technology and data-driven innovations.

## Participant & Partnership options

The Expo is the perfect platform for exchanging knowledge and experience. Join us and become partner and exhibitor in this unique event. Exhibiting at the Expo gives you access to a selective audience from 4 dedicated conferences on innovation and technology in agriculture and food production.

### Gold Partner € 4.950, - (VAT excluded)

- Speaker slot (max. 20 minutes and 5 minutes Q&A during the afternoon, sales pitches are not allowed)
- Booth 12m<sup>2</sup> including 1 table, 2 chairs, electricity (220v/10A), internet and catering for staff
- One page advertisement in the A4 event guide
- 6 conference passes (including booth staff, has a value of € 3570,- excl. VAT)
- 30% discount on standard rate conference passes for your relations (with discount code)
- 100 word description on website and A4 event guide with company logo
- company logo with link to your company website and short company description on our website
- announcement about partnering in our newsletter
- a list of all participants one week before the event

### Silver Partner € 3.750, - (VAT excluded)

- Booth 9 m<sup>2</sup> including 1 table, 2 chairs, electricity (220v/10A), internet and catering for staff
- Half page advertisement in the A4 event guide
- 4 conference passes (including booth staff, has a value of € 2380,- excl. VAT)
- 30% discount on standard rate conference passes for your relations (with discount code)
- 75 company word description on website and A4 event guide with company logo
- company logo with link to your company website and short company description on our website
- announcement about partnering in our newsletter
- a list of all delegates one week before the event

### Bronze Partner € 2.500, - (VAT excluded)

- Booth 6 m<sup>2</sup> including 1 table, 2 chairs, electricity (220v/10A), internet and catering for staff
- 2 conference passes (including booth staff, has a value of € 1190, excl. VAT)
- 30% discount on standard rate conference passes for your relations (with discount code)
- 50 word description in the A4 event guide with company logo
- company logo with link to your company website and short company description on our website
- announcement about partnering in our newsletter
- a list of all delegates one week before the event

### Start-Up\*, Research Institutes and Governmental Organisations € 1.250, - (VAT excluded)

- Booth 4 m<sup>2</sup> including 1 table, 2 chairs, electricity (220v/10A), internet and catering for staff
- 1 conference passes (including booth staff, has a value of € 595,- excl. VAT)
- 25% discount on extra conference passes (standard rate)
- company logo with link to your company website and short company description on our website
- announcement about partnering in our newsletter
- a list of all delegates one week before the event

(\* start-up package is only available for companies active less than 5 years)

### Additional sponsoring options:

- Platinum sponsor
- Lanyards
- Sponsoring of Lunch/Drinks
- Interview

Please contact the organisation for details and availability

All invoices must be paid before 2 June 2018 and costs are exclusive of 21% VAT

## Communication

Extensive communication about the Smart Food Farming Expo and the four dedicated conferences will take place via various channels. Exposure for partners and exhibitors will be attained via direct e-mailing to an extremely top-quality and exclusive database.

We will communicate about the event in the following ways:

- Conference and Expo websites and news sections
- Twitter
- Facebook
- LinkedIn
- Several newsletters which we be sent out from January 2018 onwards.



## Media

The communication strategy also includes online advertisements, button-advertisements, advertisements in printed magazines and notification of the event on the websites of the supporting media partners.

The event will be equally supported in the blogs, trade press, newsletters, websites and twitter of the international media partners.

## Venue

The Smart Food Farming Expo and conferences will take place on the Brightlands Campus Greenport Venlo, building Villa Flora.

St. Jansweg 20  
5928 RC Venlo  
The Netherlands



The south-east of the Netherlands is the country's second horticultural area, and together with the German border region it is Europe's largest. Venlo and its surrounding area are the focal point of the region.

Horticulture in Venlo is surrounded by an extensive network of related companies, organizations and institutes that are active in the supply chain, processing, packaging, trading and transport & agrilogistics.

To further strengthen the economic interests of the agrifood sector, Venlo actively supports innovative and knowledge-intensive companies. This support promotes collaboration and synergies between business organizations (in all sectors), education, research and government. Brightlands Campus Greenport Venlo is intended to play a central role in these developments: acting as an incubator, laboratory and testbed for new ideas and developments in the agrifood sector.

### Organisation:

Jakajima bv  
Daalackersweg 2-78  
5641 JA Eindhoven  
The Netherlands  
T +31 (0) 40 2952135  
info@jakajima.eu  
www.jakajima.eu

### Contacts:

Tanja Faber-Brandt  
t.faber@jakajima.eu  
M +31 6126 33353