



# AGRIFOOD MEETS DIGITALIZATION

PRESS  
RELEASE

[ Utrecht – the Netherlands, April 25<sup>th</sup>, 2024]

## AgriBITs Summit 2024: Program Released and Visitor Registration Now Open

*Join the Event from 5 to 6 of September, in Utrecht, the Netherlands – Ticket Early Bird Prices Available*

AgriBITs, the new platform for agricultural technology innovations, is thrilled to announce the opening of visitor registration for the highly anticipated AgriBITs 2024 Summit. Early bird pricing is available until May 25, 2024, offering a significant discount for those who register early.

The AgriBITs 2024 Summit, scheduled to take place from 5 to 6 of September in the Jaarbeurs Venue in Utrecht, promises to be an enlightening and engaging event for all stakeholders in the agriculture and technology sectors. The main focus is on the theme of Digitalization in the Agrifood business ranging from AI implementation methods and tools to machinery transformation and bringing together experts, innovators, and thought leaders to explore the latest advancements and trends shaping the future of agriculture.

"We are excited to invite industry professionals, researchers, and enthusiasts to join us at the AgriBITs 2024 Summit," said Birgit Horn, Managing Director Agrifood at VNU Europe, the organizers behind AgriBITs, VIV and Horti Agri Next events. "This year's agenda is packed with insightful sessions, keynote speeches, panel discussions, and networking opportunities, providing attendees with a rich and versatile overview of the current landscape and future possibilities in agrifood technology."

*Key highlights of the summit include:*

- **5<sup>th</sup> September, 10:00 am – 11:00 am** | The Big Picture: AI Essentials - How to prepare for disruptive technologies
- **5<sup>th</sup> September, 11:30 am – 12:30 pm** | Tech Transformation in AgriFood - Implementation of AI to match your strategy
- **5<sup>th</sup> September, 15:00 pm – 16:00 pm** | The China Perspective - Exploring how strategy and execution come together in food production in China
- **5<sup>th</sup> September, 16:30 pm – 18:00 pm** | Changing the business model - How did tech transform other industries?

- **6<sup>th</sup> September, 09:00 am – 10:30 am** | Pushing the Boundaries in Agriculture - How far can AI go in Agriculture? Regulation, Research, Social Acceptance
- **6<sup>th</sup> September, 13:30 pm – 15:00 pm** | Applications of AI in Agri-food in Northwestern Europe - Implementation in sustainable food production

Holding onto its promise to be a C-Level experience, the AgriBITs Summit, features industry innovators from across the Agrifoodtech landscape. Visitors can among others expect:

- Insights from leaders like Picnic, John Deere, KLM, Huawei, Priva and Lely.
- Exploring the crucial role of Blockchain in fostering trust in food production, presented by Unisot & Amped, facilitated by HubOrange.
- Cutting-edge research and developments from the renowned Fraunhofer Institute and University Medical Centers.

For a detailed agenda and information on speakers, as well as new additions, please visit [AgriBITs 2024 Summit Program](#).

Early bird registration is available until May 25, 2024, offering attendees substantial savings. Don't miss this opportunity to secure your spot at the AgriBITs 2024 Summit and be part of the conversation driving innovation in the Agrifood industry.

To register and learn more about the AgriBITs 2024 Summit, please visit [AgriBITs 2024 Summit Registration](#).

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**About AgriBITs** | AgriBITs is a pioneering agrifood digitalization community that serves as a catalyst for innovation, collaboration, and growth in the agricultural industry. By connecting Agrifoodtech companies with digital solution suppliers, AgriBITs drives the adoption of cutting-edge technologies, fosters deep networking opportunities, and supports the development of industry standards. To learn more about AgriBITs and join the digital revolution in agriculture, visit [www.agribits.nl](http://www.agribits.nl)

**About VNU Europe** | VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team is wholly involved in the agrifood sector, focusing on the organization of the worldwide industry events such as VIV, Horti Agri Next and AgriBITs. VNU's Utrecht team organizes shows in the Netherlands, the United Arab Emirates, China, Thailand, Turkey and Africa. For more information, visit [www.vnueurope.com](http://www.vnueurope.com)