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FOR IMMEDIATE RELEASE

Science and technology in agriculture under the spotlight at Pretoria event

Africa Agri Tech (AAT) sets the stage for the agriculture sector in 2020 and beyond. The event comprises a three-day technology conference featuring future trends, technologies, products and solutions that will revolutionise agricultural business practices going forward.

The conference line-up is made up of key industry components, namely

Landbouweekblad conference – 18 February

AAT technology conference – 19 February

AFGRI & GroBank conference – 20 February

Africa workshops programme – 18 – 20 February

Pretoria will play host city to this important gathering of the agricultural sector. The conferences will take place at The Maslow Conference Centre, Menlyn Maine, Pretoria from 18 – 20 February 2020.

New technologies are disrupting every industry, and agriculture is no exception. AAT will focus the southern African agricultural community's agenda on how the adoption of the latest technologies, innovations and advances in AgTech can deliver greater efficiencies for farmers in 2020 and beyond.

A business-to-business trade show expo, dedicated to displaying the latest technologies, equipment and innovations available to the agricultural industry will complement the parallel conference programme.

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Tech Try-Out Zones will provide a hands-on opportunity to experience and experiment with new agricultural tools and technologies whilst southern African inventors will enjoy an opportunity to shine by entering their latest products or solutions in the Innovation Competition.

The Africa Agri Tech expo will host exhibits from six strategic science and technology inspired themes, namely: Artificial Intelligence, Analytics & Data-Driven Farming, Automation & Robotics, Biosystems Engineering, Smart Farming, Financial & Agri-nomics and Industry Specialists.

Industry support for the event is growing rapidly:

"We are pleased to be associated with this pioneering event," said Dr John Purchase, CEO of the Agricultural Business Chamber. "Agbiz strives to provide members with a 'way to prosperity' and through that to benefit the agricultural community at large through job creation, greater productivity and increased investment. We welcome the inaugural Africa Agri Tech as a means for our members to explore and navigate the latest technologies and to find the solutions that provide them with the ways to increase their efficiency and productivity."

Landbouweekblad Editor-in-Chief, Chris Burgess said: *"We are excited to partner with this ground-breaking event that can only further accelerate this process by showcasing the best that science and technology has to offer farmers."*

"Globally, agriculture is undergoing massive and rapid transformation brought about by new technologies. In order to thrive, African agriculture needs to be at the forefront of this rapid change. In this regard the continent is blessed to have South African commercial farmers, who are some of the earliest adopters of technology anywhere in the world," said Burgess.

AFGRI Group CEO, Chris Venter, expressed his delight in partnering with the event. *"We believe that technology and digitalisation will become ever more important. The changes it has affected in everyday lives in terms of markets and production continuously take new shape, almost daily. We feel that an expo of this nature, focusing on advancements in science and technology, and where discussion can take place, is long overdue and most relevant. We are not merely watching how markets get disrupted, we want to be part of the disruption to bring new innovations to our industry and our clients alike."* /More ...

A focus on southern Africa is an integral part of the event's DNA and AAT will see leaders and stakeholders from southern African countries sharing their insights and experiences on how best to harness technology to benefit African agriculture.

Association support has been forthcoming from key industry associations and role-players namely:

- Agri SA
- Agbiz
- Bureau for Food & Agricultural Policy
- Bigen Africa
- City Insight
- The In Transformation Initiative
- Maize Trust
- Milk Producers' Organisation
- Potatoes South Africa
- Water Shortage South Africa
- and media partners Landbouweekblad and Harvest SA

Addressing the audience attending the launch event in Pretoria, leading technology commentator, Toby Shapshak said *"Agritech is one of the most exciting areas of innovation in an already fast-moving tech field; and some of the innovations we're seeing are not only ground-breaking – literally – but essential for feeding the seven billion people on the planet. I'm more excited to see what artificial intelligence, the power of cloud computing, ubiquitous sensors and new tech like drones and autonomous farm vehicles can do for humanity than I am in any other category."*

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About Africa Agri Tech

Dates	18 - 20 February 2020	
Hours	Exhibition	09:00 - 17:00
	Conference	08:00 - 13:00 & 14:00 - 17:00
Venue	Exhibition	Sun Arena
	Conference	The Maslow Hotel
	Time Square Menlyn Maine Pretoria	
Organised By Shows	Africa Agri Tech (Pty) Ltd in association with BRN (Brand Republic Ntambose) and SA	
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