PRESS KIT

FIRA

INTERNATIONAL FORUM OF AGRICULTURAL ROBOTICS

5TH EDITION

"AGRICULTURAL ROBOTICS: PART OF THE NEW DEAL?"

www.fira-agtech.com
#FIRA20

8 >10
DECEMBER
2020
VIRTUAL EVENT

naïo Technologies · Powered by VARTA · La Région Occitanie Pyrénées · Méditerranée · SiCoval Le Sud-Est Toulousain

FIRA 2020 POWERED BY GOFAR

#1 GOFAR

GLOBAL ORGANIZATION FOR AGRICULTURAL ROBOTICS

GOFAR

GLOBAL ORGANIZATION FOR AGRICULTURAL ROBOTICS

Association launched in April 2019.

Mission: "Promoting and developing Agricultural Robotics Industry worldwide"

Executive Board

Gaëtan Séverac
Co-Founder | Naïo Technologies
GOFAR : President

Alain Savary
General Director | AXEMA
GOFAR : Secretary

Julie Peyrache
Investment Manager | Capagro
GOFAR : Treasurer

Roland Lenain
Research Director | INRAE
GOFAR : Vice-President
Delegate for scientific contents

Operationnal Team

Maialen Cazenave
GOFAR : Organization

Gwendoline Legrand
GOFAR : Communications

GOFAR

THE CORNERSTONE ASSOCIATION FOR THE PROMOTION OF AGRICULTURAL ROBOTICS

GOFAR promotes agricultural robotics to enhance the quality of agri-agro production to improve the quality of life for farmers and for the environment.

Against the background of changing production methods, GOFAR:

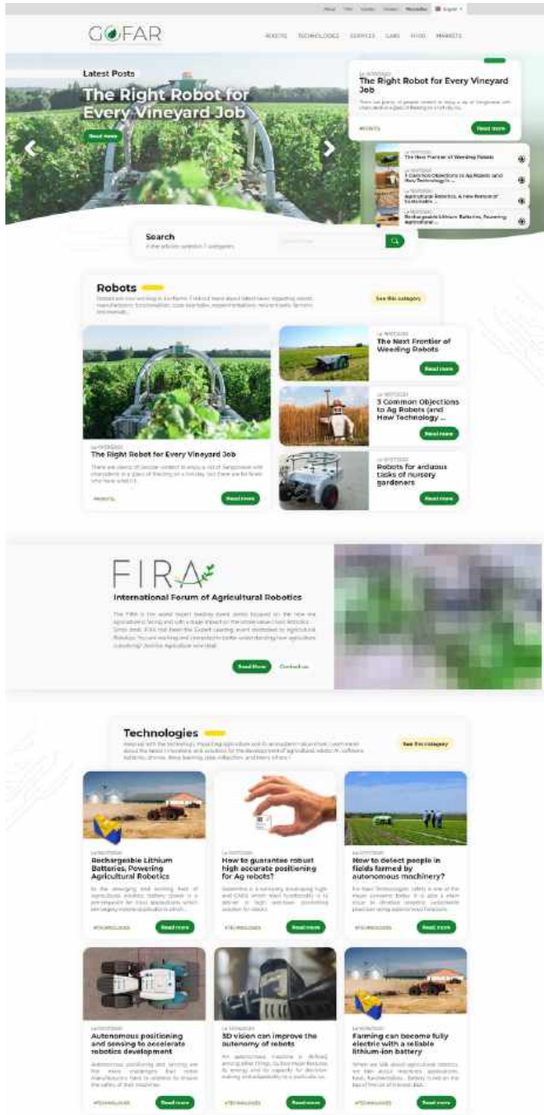
- Participates in the ongoing evolution of agriculture through automation,
- Develops tools and actions for collection, dissemination,collaboration, release and globalization,
- Positions the players in the sector internationally acknowledged experts,
- Promotes and deciphers the issues and trends in agricultural robotics.

GOFAR

GOFAR
Global Organization For Agricultural Robotics

ACTIONS

- **FIRA - International Forum for Agricultural Robotics**
  - Since 2016
- **Web Media:** www.agricultural-robotics.com
  - Launched in July 2020
  - Dedicated to the Agricultural Robotics industry
  - Monthly Newsletter > "Agricultural Robotics News"
- **Major Partnerships with Agricultural Events**
  - SIMA - Paris - 6>12 November 2022
    - Robotics Village by FIRA, with pitches and conferences
  - Agromek - Denmark - 9 > 22 January 2021
    - Conferences sessions on Agricultural Robotics topics
  - Agri Week Tokyo - 14 > 16 Ocotber 2020



#2
THE AGRICULTURAL ROBOTICS INDUSTRY

MAIN ISSUES AND KEY FIGURES

CONTEXTUAL ELEMENTS

The necessary change in agriculture

Environmental impact

- Reduction of inputs
- Soil deterioration

Ensuring production

- Growing world population
- Limited agrarian area

New methods of agricultural production

Risk Exposure

- Phytosanitary products
- Use of large machines
- Difficult conditions of evolution

Attractiveness of professions

- Hard work
- Workforce in crisis
- Economic profitability

New seeds New products

Precision Agriculture

Agroecology

Urban agriculture

Need to increase the frequency and accuracy of work

ROBOTICS FOR AGRICULTURE

Automation of Machines and Tools

Robotic tractors

Kubota

Case Magnum

Autonomous tractors

Automated tools

GarFord

ROBOTICS FOR AGRICULTURE

Small Elementary Robots

Mechanical weeding

Dino

Ecorobotix

Input Limitation

Mowing robot

VitiRover

ROBOTICS FOR AGRICULTURE

Towards Modular Robots in test

Tools holder robot

PumAgri

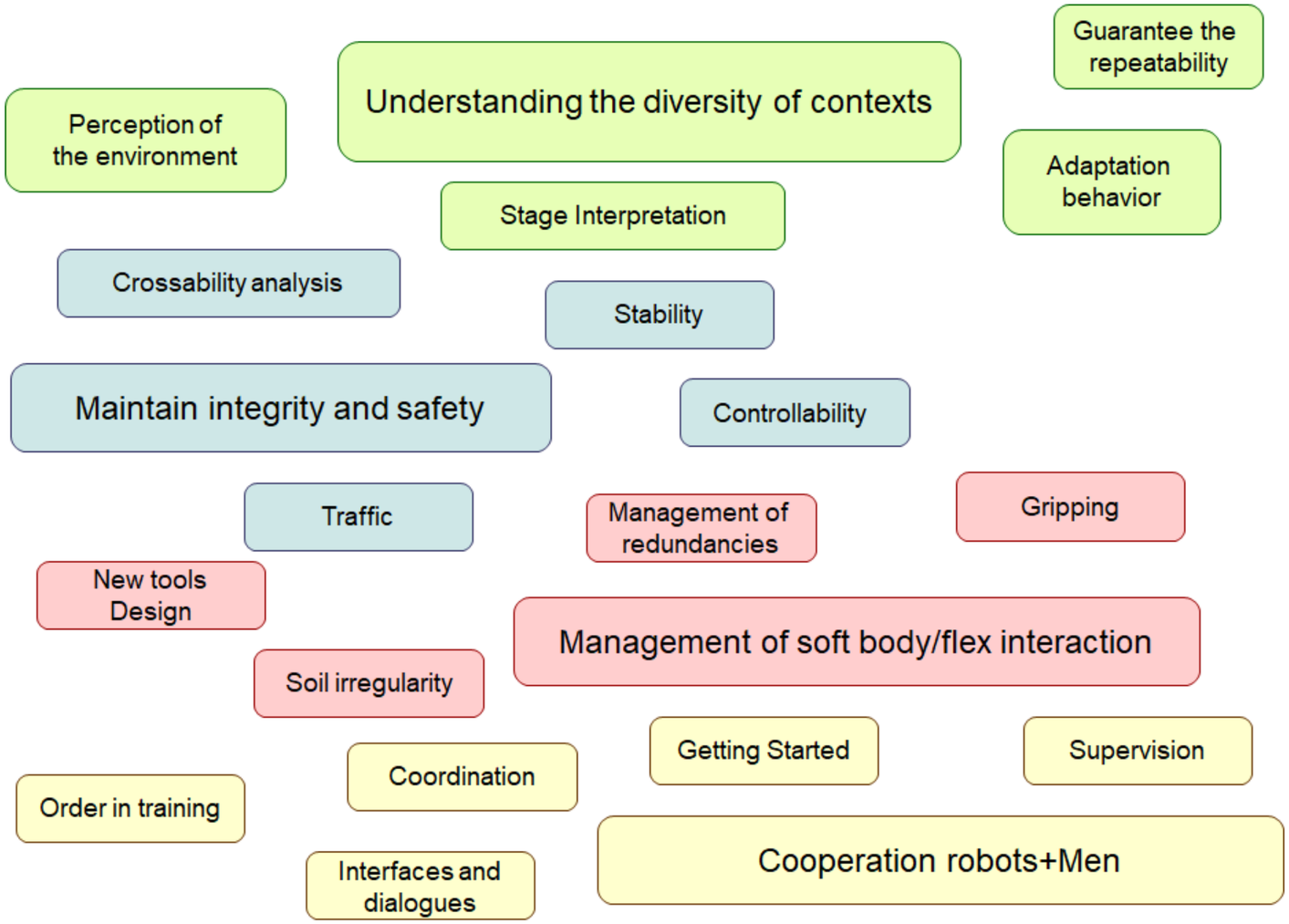
Spray robot

Centéol

Crop evaluation

VitiBot

SCIENTIFIC AND TECHNOLOGICAL LOCKS



KEY FIGURES

ECOLOGICAL & LEGAL

- UE's ambition: **reduce the risks and use of pesticides by 50% by 2030**
- European Crop Protection Association (ECPA)' commitments: investing more than 14 billion euros in precision agriculture, digital technologies and biopesticides by 2030
- Precision action (spraying, mechanical, or electrical) **reduces consumption of agrochemicals, e.g., by 90%**, and boosts yield by cutting herbicide-induced collateral damage, e.g., by 5-10%

(Source: IdTechEx)

SOCIAL

- Aging farm workers
- Labor shortages: -3.2% agricultural workers in EU

(Source Agro Innovation Lab by BayWa and RWA)

KEY FIGURES

ECONOMICAL

- Estimation of worldwide Agfield **robots number in operation: 492**
- **16 players** hold 90% of the market

(Source Naïo Technologies)

- **Largest markets in 2019:**
  - 1st: USA
  - 2nd: Europe

(*Source Agro Innovation Lab by BayWa and RWA)*

- **$30 billions annual market volume of chemical weeding applied with standard sprayers**

(Source Ecorobotix)

- Global market size of agricultural robotics in **2020**: **$8 billion** (vs $4,7 billion in 2018)
- Expected market size by **2025** of more than **$18 billion** +21% of CAGR

(Source https://my.pitchbook.com/market-size-estimates/35770)

- **$ 179 billion invested** in Farm robotics Mechanization and other farm equipment in 2019, representing 1% of Agri-Foodtech Investment

(Source AgFunder)

8 >10
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VIRTUAL EVENT

#3 FIRA 2020

THE EXPERT LEADING EVENT OF THE AGRICULTURAL ROBOTICS INDUSTRY

FIRA at a glance...

THE EXPERT LEADING EVENT OF THE AGRICULTURAL ROBOTICS INDUSTRY

2016

WHO?

200 physical attendees
50 online attendees
5 robot manufacturers
10 countries

WHERE?

EIP School of Engineers
Toulouse

2017

WHO?

400 physical attendees
250 online attendees
10 robot manufacturers
18 countries

WHERE?

Quai des Savoirs
Toulouse

2018

WHO?

650 physical attendees
480 online attendees
12 robot manufacturers
31 countries

WHERE?

Diagora Congress Center,
Toulouse

2019

WHO?

800 physical attendees
1200 online attendees
25 robot manufacturers
42 countries

WHERE?

Diagora Congress Center,
Toulouse

2020

WHO?

3000 online attendees
35 robot manufacturers
100 countries

WHERE?

ONLINE
Worldwide

3,000
PARTICIPANTS

3
DAYS

50
EXHIBITORS

50
INTERNATIONAL
EXPERT SPEAKERS

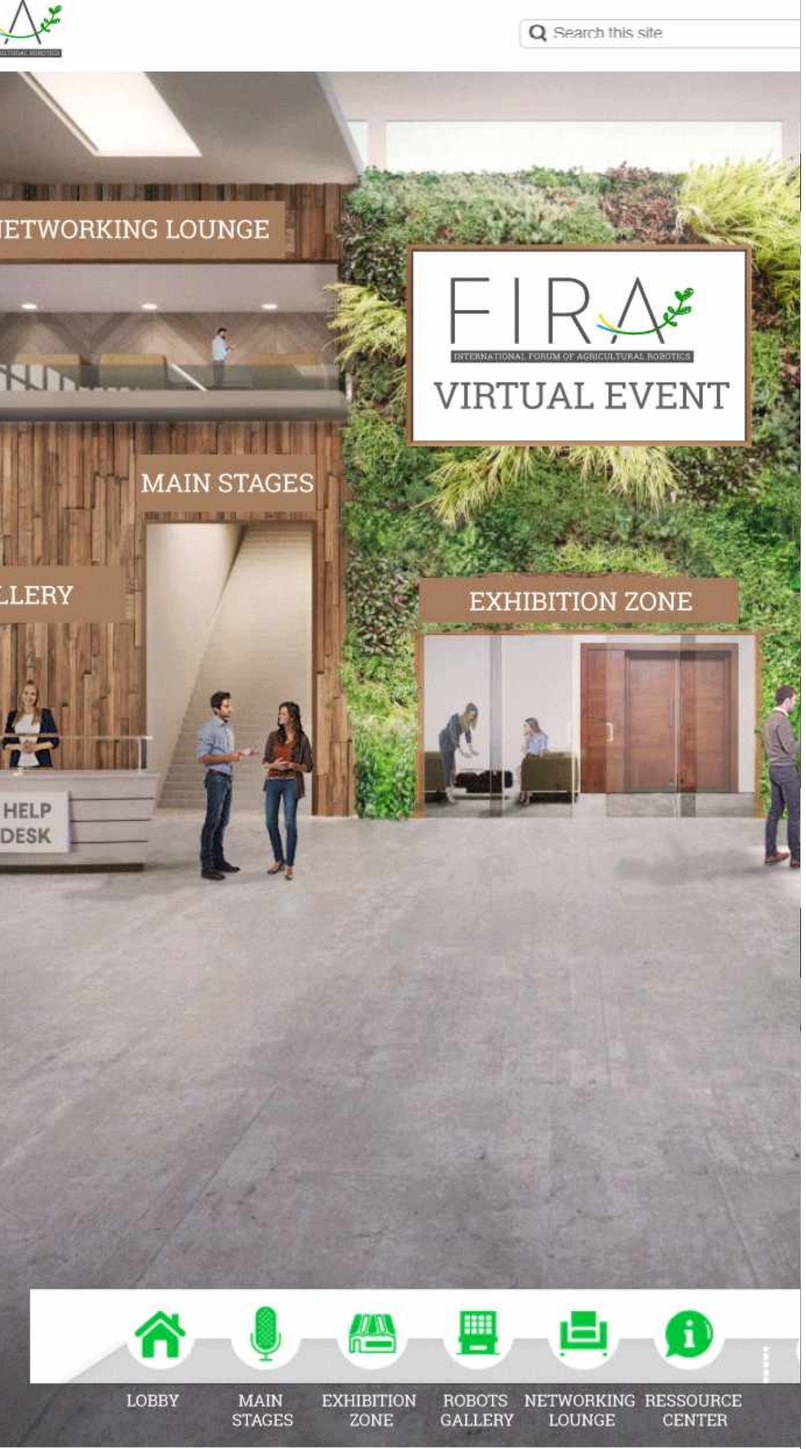
35
ROBOT
MANUFACTURERS

15
DEMOS OF ROBOTS

10
INTERNATIONAL HUBS
HOSTING FIRA

30,000
QUALIFIED CONTACTS
(NEWSLETTER)

5,723
FOLLOWERS
(SOCIAL MEDIAS)



FIRA 2020
GOES VIRTUAL!

Since 2016:

- FIRA, in Toulouse, south of France
- 25% international participants - 42 countries

WHY GOING VIRTUAL?

- Globalization of the event: +100 countries
- Access to any key player of the industry, anywhere in the World
- Positioning FIRA as a dynamic and innovative event
- FIRA: the only agtech event in 2020 (?)
- Pandemic Crisis...

Make FIRA 2020
<u>THE</u> dedicated social media for Agricultural Robotics key players.

WHAT ABOUT FIRA 2021?
FIRA 2021 will play as an hybrid event, both physical and virtual.

FIRA 2020
GENERAL INFORMATION

OPENING HOURS

December 8 to 10, 2020
From 8.00 am to 10 pm - UTC/GMT +2 hours

Virtual Platform with "On demand" contents: open until July 2021

FIRA Tickets

Type	Dates	Price
Early Bird	until 30 Sept. 2020	€ 99
Regular ticket	from 1st Oct. 2020	€ 150
Late	from 1st Dec. 2020	€ 299
Farmers	until 8 Dec. 2020	Free *

PARTICIPANTS TYPES

Universities

12%

Agricultural Robot Manufacturers

16%

Farmers & Producers

18%

Suppliers

17%

Public organizations

9%

Agro Businesses

14%

Media

4%

Investors & VCs

2%

NPO and Unions

8%

FIRA 2020
GLOBALIZATION STRATEGY

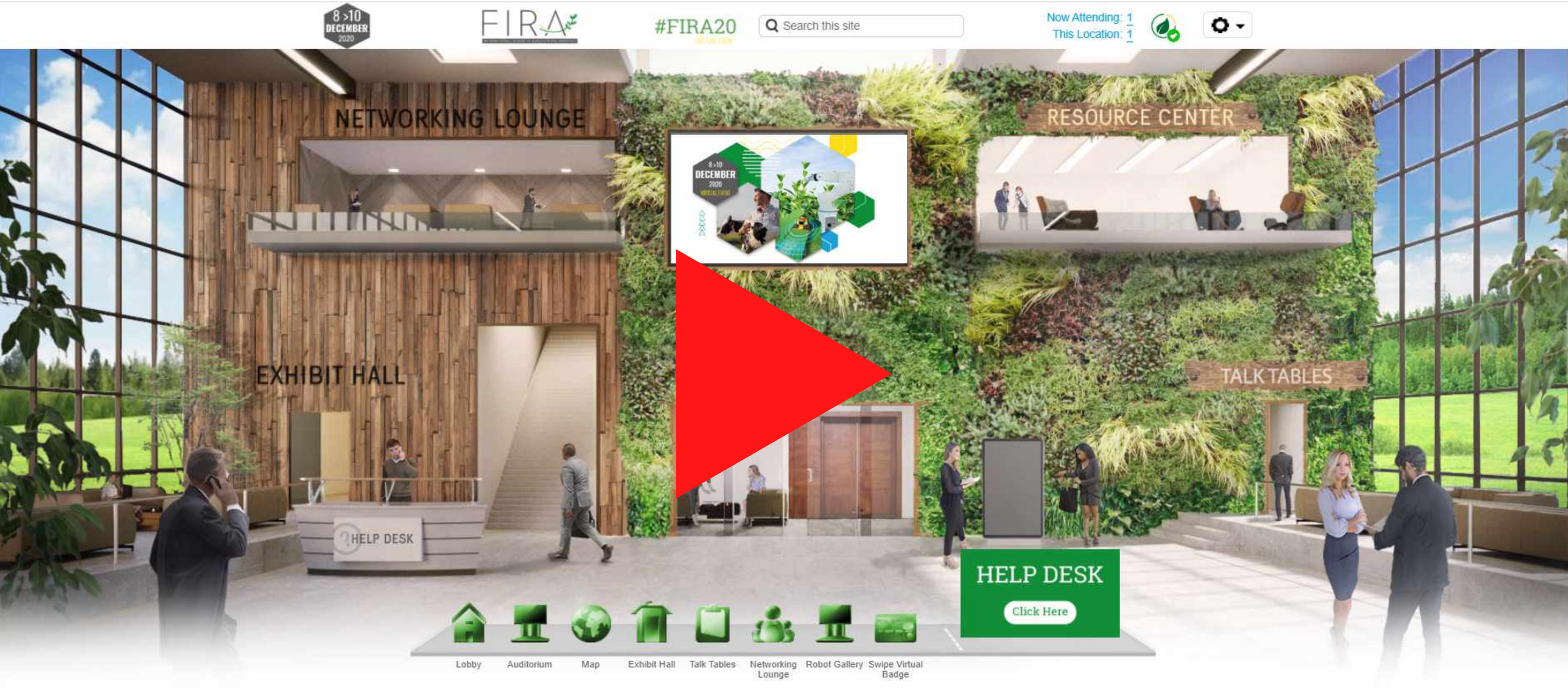
National Ambassadors to promote FIRA in their own countries:

- **USA**: Jim Sulecki, freelance agent
- **JAPAN**: EU-Japan Centre for Industrial Cooperation
- **AUSTALIA**: SPAA Society of Precision Agriculture Australia
- **TURKEY**: Tarmakbir
- **SLOVENIA**: Agrifood - ITC
- **IRELAND**: The Yield Lab
- **BRAZIL**: ABIMAQ
- **ISRAEL**: Volcani Institute
- **ROMANIA**: IND-AGRO-POL
- **SPAIN**: FEMAC
- **FRANCE**: Agronov, Université de Montpellier...

AMBITION:
create a global ecosystem for agricultural robotics

FIRA 2020: VIDEO TOUR

https://youtu.be/tnZMsG7P65U



2020 TOPIC:

"Agricultural Robotics: Part of The New Deal?"

CONFERENCES & ROUND TABLES:

This year is marked by the Covid-19 pandemic and the global confinement it has led to and we have all faced. This unprecedented situation impacts the agricultural production and further conveys the difficulties of a sector that is demanding but undergoes labor shortage.

In that light, how can robotics provide an appropriate and alternative response, without neglecting its integration into an unusual social, economic and environmental context?

The international speakers selected for their expertise will be featured to share their vision and exchange with the participants.

2020 TOPIC:

"Agricultural Robotics: Part of The New Deal?"

SPEAKERS

Guy WAKSMAN
(France)
French Academy of Agriculture
Member

FAO
Food And Agriculture Organization
(under validation)

CONFERENCE:

PART 1 FOOD & FARMING

How is agricultural robotics impacting the new deal, the economy & social issues?

The confinement we had to face severely impacted the agricultural world: indeed, the labor shortage related to the closure of borders, combined with difficulties in movement of the national workforce, hit the 2020 season hard.Where do we stand with the food and agriculture situation in the world ?Robotics could be an appropriate response, but may face certain obstacles.What is the place of agricultural robotics in this context?How can it be implemented in a world in transition while offering a positive alternative? Should we be afraid to automate certain agricultural tasks given the current economic and social context, or is robotics one of the keys to getting out of the crisis in the agricultural world?The two successive speakers at this conference will, on the one hand, take stock of the world food situation in 2020, followed by the place of agricultural robotics in this context, on the other hand.

2020 TOPIC:

"Agricultural Robotics: Part of The New Deal?"

SPEAKERS

Daniel AZEVEDO
(France)
Copa-Cogeca
Director Commodities, Trade and Technology

Christophe BONNO
(France)
Groupement Les Mousquetaires-Intermarché
Director of Agricultural Institutional Relations

Ole GREEN
(Denmark)
AGROINTELLI
Founder & CEO

ROUND TABLE DEBATE:

PART 2 SOCIETY

"How to go from "robot bashing" to "robot loving", for the end consumer?"

The major innovations in the agricultural world have a significant impact on the beliefs (founded or not) of end consumers. In order to avoid repeating the mistakes of the past, and the possible societal debates that could lead to the “robot bashing”, it is crucial to involve the entire value chain from the design phase to its use, for the benefit of the consumer.

- Should robotics be part of a marketing strategy for agribusinesses?
- What would be the levers of robots on the environment, social and food quality?
- How can robotics be integrated in a relevant and sustainable way within food production
- What are the roles to be played by each of the stakeholders to contribute to the valorisation of agri-food products in terms of information?
- How robotics can provide the right traceability needs?

This round table will be an opportunity for the speakers to share ideas to understand, together, the place and the contribution of robotics in the production of quality agro-food goods.

SPEAKERS

Andrea BERTOLINI
(Italy)
Scuola Superiore Sant'Anna
Lawer specialised in Robotics

Aymeric BARTHES
(France)
Naïo Technologies
CEO

Gordon CLEMENTS
(Germany)
VARTA AG
General Manager Solutions

Laurent CHATELAIN
(France)
Chatelain Nursery
Owner

Greg MEYERS
(Switzerland)
Syngenta
CIO / CDO

FIRA
INTERNATIONAL FORUM OF AGRICULTURAL ROBOTICS

2020 TOPIC:

"Agricultural Robotics: Part of The New Deal?"

ROUND TABLE DEBATE:

PART 3 TECHNOLOGIES

Farming without a tractor driver, is it possible?

The automation of field tasks leading to the advent of a new agricultural production represents a significant challenge in the organization of the sector.

- What about the current safety and liability issues?
- What will this change in the professions of each player?
- From the technology supplier to the dealer, through agro-supply, how will the market and the legislation have to adapt?
- For each of them, what does an agricultural world in which tractor drivers no longer exist mean?

SPEAKERS

Michael DENT
(UK)
IDTechEx
Technology Analyst

Seana DAY
(USA)
Better Food Ventures & The Mixing Bowl
Partner

Peter HANAPPE
(France)
SONY CSL
Researcher

David BOWLES
(Ireland)
The Yield Lab
Venture Capital Investor

W. Wade ROBEY
(USA)
Raven Autonomy
Executive Director
Dot
General Manager

Erik PEKKERIET
(The Netherlands)
Wageningen University & Research
Programme Manager Agro Food Robotics

Tom ESPIARD
(France)
Capagro
President & Managing Partner

2020 TOPIC:

"Agricultural Robotics: Part of The New Deal?"

CONFERENCE & ROUND TABLE DEBATE:

PART 4 MARKET

From labs to sucess stories, which business model for ag robots?

Agricultural robot projects are as different in their applications and functionalities as they are in their very nature: project from Research Center, young start-up, large group spin-off, dedicated R&D department among the historical leaders of the , ... But ultimately, who will "win the race"? And with what funding and business model?

Dr Khasha Ghaffarzadeh, Research Director at IdTechEx, will present the outlook of the agricultural robotics market from 2020 to 2030, as well as the different business models available to manufacturers.

Then, the speakers of the Round Table will try to describe their own development models and the advantages / disadvantages they entail:

- Which agricultural robot development models?
- Which business models? Which constraints to face?
- Which system will be the most successfull and why?

+30 Agricultural Robots, part of the new deal!

THEMATIC WORKSHOPS

FRUITS & VEGETABLES

With: SITIA, Farmwise, AGERRIS...

VINEYARDS

With: Naïo Technologies, Vitibot...

FIELD CROPS

With: Ecorobotix, Odd.bot, Terraclear...

BREEDING

With: Faromatics, Tibot...

ROBOT DEMOS

Naïo Technologies (France)
VitiBot (France)
Ecorobotix (Switzerland)
Agrointelli (Denmark)
SITIA (France)
SwarmFarm (Australia)
Agreenculture (France)
Ztractor (USA)
WeedBot (Latvia)
INRAE Occitanie Toulouse (France)
PixelFarming (The Netherlands)
SONY CSL (France)

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WORKSHOP
Robots for Vineyards

8 DECEMBER 11:30 - 12:30 AM

PART 1. EXPERIMENTATION (20 min)

Naïo Technologies (FR): Ted, multifunctional vineyard weeding robot

PART 2. PITCHES (5 min/pitch)

SITIA (FR): Trektor, dTrektor, innovative design and versatility that allows to work different cultures such as viticulture.

Korechi Innovations Inc. (CA): RoamIO - an autonomous farming platform which can be easily programmed to perform a range of different tasks in vineyards, orchards and grain farms.

PART 3. FEEDBACKS (20 min)

Feedback from farmers and sharing of their user needs.

WORKSHOP
Robots for Breeding

9 DECEMBER 10:30 - 11:30 AM

PART 1. EXPERIMENTATION (20 min)

Wageningen University & Research (NL): Breeding and the importance of phenotyping for reproduction

By Rick van de Zedde, roject Coordinator - Netherlands Plant Eco-phenotyping Centre

PART 2. PITCHES (5 min/pitch)

Faromatics (ES): ChickenBoy robot for better animal welfare and more farm productivity of broiler farms.

TIBOT Technologies (FR): Spoutnic, the first autonomous robot for poultry farming.

PART 3. FEEDBACKS (20 min)

Feedback from farmers and sharing of their user needs.

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WORKSHOP
Robots for Field Crops

9 DECEMBER 6:00 - 7:00 PM

PART 1. EXPERIMENTATION

Ecorobotix (CH)

PART 2. PITCHES (5 min/pitch)

Odd.Bot (NL) : Weed Whacker: mechanical weeding robot for usage in sowing crops for arable farming

F.Poulsen Engineering (DK): ROBOVATOR automatic weeding machine

Terra Clear (USA): fully autonomous picking robot that is deployed in the field with minimal operator intervention.

PART 3. FEEDBACKS (20 min)

Feedback from farmers and sharing of their user needs.

WORKSHOP
Robots for Fruits & Vegetables

FIRA
INTERNATIONAL FORUM OF AGRICULTURAL ROBOTICS

10 DECEMBER 3:30 - 4:30 PM

PART 1. EXPERIMENTATION (20 min)

SITIA (FR)

PART 2. PITCHES (5 min/pitch)

AGERRIS (AU): Digital Farmhand - an easily modifiable, long endurance, electric platform fitted with smart sensing and tools for real time crop and soil intelligence, and automated weeding.

FarmWise (USA): Titan FT-35 - distinguishes vegetable crops from harmful weeds using computer vision and removes weeds with mechanical tools down to one centimeter of precision.

Automato Robotics (IL): Affordable robot for harvesting greenhouse tomatoes. Autonomously drives, maps and navigates in the greenhouse. Then detects, harvests and collects the tomatoes.

PART 3. FEEDBACKS (20 min)

Feedback from farmers and sharing of their user needs.

SPEAKERS

Joaquin REYES
(Czech Republic)
European GNSS Agency (GSA)
Market Development Technology Officer

Hajar Mousannif
(Morocco)
Cadi Ayyad University
Professor Artificial Intelligence| Machine Learning

HEXAGON / NOVATEL

WORKSHOP

Safe positioning and image analysis: are technologies reliable enough for autonomous works in fields?

8 DECEMBER 7:00 - 8:00 PM

PART 1 - Safe Positioning

Precision is the key to make robot work safely in the fields; with no reliable signal, the robot can be out and producers would not even know!

- How to physically complete the GPS signal?
- How to guarantee that the robot is still on the field and the signal reliable?
- How to detect early enough that the robot is driving out of the field?

Speakers at this workshop will answer concrete user cases and present the lastest advances for an accurate and reliable localisation of off-road robots, a safety issue

PART 2 - Image analysis

Artificial vision and innovative sensors allow plant recognition for an autonomous and accurate treatment. The image analysis, available through data collection and a relevant machine learning system, has now hold a unpredent level.

- What is the limit of the image analysis to detect small weed from small plant?
- Which robot guidance from images?
- From R&D to the field application, how to deploy these technologies?

Speakers will present concrete cases, their issues and solutions.

2nd SCIENTIFIC WORKSHOP

"Adaptation of robots behavior for an efficient use in agriculture"

Organized by RobAgri INRAE

AMBITION:

Bring together the scientific community of agricultural robotics and bring it closer to the industrial community

PROGRAM:

Session 1 // Robot decision for adaptation to human behavior, off-road and task diversity, and safety preservation
Session 2 // Human – robot interaction and cobotic application for agriculture
Session 3 // Implement automation and coordination with robots for agriculture tasks achievement

CALL FOR PAPERS:

All contributions within the scope of the scientific days are welcome. Oral presentations will be selected by the scientific and technical committee, through abstract proposal.
Please send a **1 page abstract proposal by October, 31st 2020** at following address:
Fira2020.conference@gmail.com

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FIRA 2020 FULL PROGRAM

… Under construction

	mar. 8	mer. 9	jeu. 10
9 AM	FIRA 2020 Surprising Opening	Pitch: How to use laser to elimin…	TALK TABLE 2 - UE/JAPAN Colla… 9am
		SESSION 2: Scientific Workshop by Robagri - Human – robot interaction and cobotic applicati… 9 – 10:30am	DEMO Sony CSL
10 AM	FOOD&FARMING: How does agricultural robotics impact on the new deal - economics & social issues? 9:15 – 10:45am		
		WORKSHOP "Robotics for Breeding" 10:30 – 11:30am	DEMO: by Sitia
11 AM	DEMO Naio Technologies		
		DEMO Ecorobotix	DEMO WeedBot - Laser weeding - accurate weeding close to crop
12 PM	WORKSHOP "Robotics for Viticulture" 11:30am – 12:30pm		
		DEMO: Proof your future with Pixelfarming Robot One	DEMO Agrointelli
1 PM	DEMO Demonstration of Bakus by VitiBot (2 versions) By VITIBOT	DEMO: CEOL, the autonomous solution for row and inter-row weeding …	
2 PM	SESSION 1: Scientific Workshop by Robagri: Robot decision for adaptation to human behavior, of… 2 – 3:30pm	TECHNOLOGIES: "Farming with no tractor driver, is it possible?" 2 – 3:30pm	SESSION 3: Scientific Workshop by Robagri - Implement automation and coordination with robots for agriculture tasks achievement 1:30 – 3pm
	Pitch Septentrio		
3 PM			
	DEMO CTIFL		WORKSHOP "Robotics for Fruits & Vegetables" 3:30 – 4:30pm
4 PM	SOCIETY: "How to go from "robot bashing" to the "robot loving", for the end consumer?" 4 – 5:30pm	JCA Electronics Webinar: Key Considerations in Taking the leap from R… 4 – 5pm	
5 PM			GO TO MARKET: "From the lab to the success story: what organization within the industry?" 4:45 – 6:15pm
		DEMO: Presentation of a unique high-throughput phenotyping robot th…	
6 PM	DEMO: Bearcub 24: The World's First Autonomous Electric Tractor by …	WORKSHOP "Robotics for Field Crops" 6 – 7pm	
7 PM	TALK TABLE 1 - International - Di… 7pm	WORKSHOP Safe positioning an… 7 – 8pm	ECOSYSTEM Round Table: "How a territory ecosystem helps the development of Agricultural Robotics" 6:30 – 7:45pm
8 PM			FIRA 2020 Closing

Press Releases 2020

PARTNERS

To download Press Releases, please click on the links below

“Naïo Technologies reveals the new version of its Ted robot for working in the vineyards”

“VARTA supplies lithium-ion batteries for agricultural robots”

“Our strong point: high-precision spraying”

“Trektor, the hybrid autonomous tractor developed by SITIA"

“From Research to Farmer: consolidating the agricultural robotics sector”

“Hexagon furthers autonomy in agriculture through new positioning and sensing kits demonstrated by pioneering R&D tractor”

FIRA 2019
Some Speakers and Partners Feedbacks...

Many thanks again for inviting me to the FIRA. I wanted to underline your fantastic organization. FIRA was likely the best organized conference I have ever been at (and I have been at many).
I greatly appreciated the professional yet personal and cordial atmosphere.
And I learned a lot! Hope to come back next time.

Prof. Dr.-Ing. Peter Pickel, Manager External Relations, Deputy Director, JOHN DEERE

It was a pleasure for me to take part in this event. It is impressive to see how much interest there is in the field of robotics for agriculture and how many research groups are starting to contribute to it.

Prof. Andrea Gasparri Associate Professor Dipartimento di Ingegneria, Università degli studi "Roma Tre"

VARTA are committed to Agricultural Robotics and we have met many great partners who we will be working with over the coming months to generate better battery solutions for their applications.

Gordon Clements, General Manager, POWER & ENERGY VARTA AG

FIRA 2020 PARTNERS

PREMIUM

naïo Technologies

Powered by VARTA

La Région Occitanie Pyrénées - Méditerranée

SICOVAL Le Sud-Est Toulousain

GOLD

ecorobotix

SITIA

RobAgri

HEXAGON

NovAtel

FIRA 2020 PARTNERS

STANDARD

AGROINTELLI

ViTiBOT

septentrio

CAPAGRO

Sony CSL

AGREENCULTURE
Smart robots for smart farming

ifm

ZTRACTOR

SWARM FARM ROBOTIC AGRICULTURE

AXEMA
Union des Industriels de l'Agroéquipement

PowerTech
ADVANCED ENERGY STORAGE SYSTEMS

JCA Electronics Integration Center

PIXELFARMINGROBOTICS

EASTON ROBOTICS, LLC

MOBOTIC

WEEDBOT

Ctifl

EVENTS

SIVAL
ANGERS - 12 - 13 - 14 - JANUARY 2021

SIMA
PARIS

FRIENDS

bpifrance

CCI OCCITANIE
PYRÉNÉES-MÉDITERRANÉE

enterprise europe network
L'Europe à la portée de votre entreprise.

AGRI SUD-OUEST
INNOVATION

FIRA

INTERNATIONAL FORUM OF AGRICULTURAL ROBOTICS

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