

THE "STARTUP EUROPE SMART AGRIFOOD SUMMIT" IS PRESENTED IN BRUSSELS WITH THE SUPPORT OF THE EUROPEAN PARLIAMENT

It will be the largest international meeting on digital transformation of the agri-food industry, promoted by the European initiative 'Startup Europe' of the European Commission, and it will take place next June in Malaga.

Brussels, January 30, 2018.- In an official act held today in the European Parliament, it was presented the "**Startup Europe Smart Agrifood Summit**", an initiative promoted by the European Commission and created and implemented by the European Foundation for Innovation (INTEC) and the Trade Fairs and Congress Center of Málaga (FYCMA), which will hold its first edition June 20-22 in Malaga (Spain).

The event was held on the József Antall Building of the European Parliament in Brussels, more than 200 parliamentarians and civil servant of the European Commission, as well as representatives of large companies and start-up companies, have encouraged this initiative that aims to **promote entrepreneurship and digital innovation in the field of technologies and its application to the agri-food value chain.**

The presentation of this event had the institutional support of the European Parliament's Committee on Agriculture and Rural Development. Particularly noteworthy in this act was the participation of the **vice-presidents of the European Parliament** and members of the Agriculture Committee, Mairead McGuinness and Ramón Luis Valcárcel Siso, the **vice-president of the Committee on Agriculture and Rural Development**, Clara Aguilera, the **parliamentarian and member of the Commission of Environment, Public Health and Food Safety**, Soledad Cabezón, the **mayor of the city of Malaga**, Francisco de la Torre and the **vice president of the INTEC Foundation**, Juan Francisco Delgado.

Subsequently to this presentation, it took place the first meeting of the European Advisory Committee of the summit, made up of international experts of the sector and whose contributions will allow to advance some of the main themes of the event's agenda.

The digitization of the agri-food sector, key to the future

According to figures from the INTEC Foundation, the agri-food sector is one of the sectors with the lowest levels of digital transformation. Currently, only 10% of the European agri-food sector participates in the digital economy and in the next 5 years, the digital transformation should reach 70% -80% of the sector to remain productive and competitive.

Bearing in mind that in the next 2 years an increase of 35% worldwide in investment in innovation in the agri-food sector is expected and, on the other hand, FAO foresees that in the year 2050 the world population will be of 9.100 million people (34% higher than today), it is obvious that digitization and the future of the agri-food sector are key issues for Europe.

Startup Europe Smart Agrifood Summit, an unmissable and key future for Europe

Startup Europe Smart Agrifood Summit aims to put Europe at the center of global agrifood innovation, bring together all the players involved in this emerging field of the so-called digital economy and give value to the entire production process that goes from field to table. For this purpose, since 2017 they have carried out a series of satellite events in various Spanish cities in order to select the best technological projects to participate in the Malaga summit. The international promotion of the event also has scheduled international presentations in Lisbon, Paris and Berlin.

On this matter, the participation of more than 5,000 representatives is expected and will serve to strengthen the agri-food entrepreneurial net, in addition to favouring investment, facilitating financing in new projects and promoting the use of technology to increase the added value of the supply of agri-food products and services.

Startup Europe Smart Agrifood Summit will have a forum of investors and more than 100 speakers, as well as work meetings. In addition, it will have an exhibition area and specific spaces to publicise entrepreneurial projects.

More information about Startup Europe Smart Agrifood Summit

Startup Europe Smart Agrifood Summit is organized by the Trade Fairs and Congress Center of Málaga (Fycma) and the European Foundation for Innovation (INTEC), and promoted by the European initiative 'Startup Europe', sponsored by the European Commission through its General Direction of Communication Networks, Content and Technology within the framework of the Digital Single Market strategy.

All information is available on the website www.smartagrifoodsummit.com, as well as on its Facebook page and its profiles on Twitter, LinkedIn and Instagram.

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