

Smart Farming
Argentina & Bavaria –Driving Sustainable Agriculture

Webinar on Thursday, July 10th, 2025

11 am Argentina/ 4pm Germany

Program

11:00 – Welcome Remarks

State of Bavaria Office for South America and Rosario Stock Exchange (BCR)

Brief introduction to the importance of digitalization in agriculture and the role of international cooperation in promoting innovation.

11:10 – Keynote Presentation: Digital Transformation in Agriculture

Olivia Spykman, Digital Farming, Bavarian State Research Center for Agriculture

- Key concepts and benefits of agricultural digitalization
- Digital tools and technologies: IoT, Big Data, Artificial Intelligence (AI)
- Success stories and best practices from Bavaria and beyond
- Definition and examples of exponential technologies in agriculture
- Impact of digital transformation on productivity and sustainability
- Main barriers to digital technology adoption in agriculture
- Strategies to overcome challenges and accelerate adoption
- Opportunities for growth and innovation in the agri-food sector

11:30 | Special Presentation: Conservation Agriculture & No-Till Farming

Gabriel Tinghitella, Innovation Manager, CREA

- Pioneering no-till practices in Argentina, enhancing soil health, water efficiency, and carbon sequestration.
- Promoting the integration of precision agriculture, digital platforms, remote sensing, and AI-driven decision-making in the field.
- Developing strategies for sustainable intensification, balancing productivity with environmental responsibility.
- Facilitating farmer-to-farmer knowledge exchange, open innovation, and partnerships with technology providers, academia, and public sector stakeholders.
- Driving climate resilience through adaptive farming practices, biodiversity preservation, and monitoring tools.
- Digital Transformation Projects

11:50 – Q&A Session

Open dialogue with all speakers, encouraging attendees to ask questions, share reflections, and explore how to foster stronger collaboration between investors, startups, and ecosystem players.

12:00 – Closing Remarks

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Key takeaways emphasizing the importance of cross-border collaboration and the importance of digitalization in agriculture and the role of international cooperation in promoting innovation.