



WORLD ASSOCIATION FOR
SUSTAINABLE DIGITAL TRANSFORMATION WA-SDT

	Event Title:	"Digital Transformation in Agriculture"
	Date:	September 5, 2024
	Time:	5:30 PM – 8:00 PM
	Venue:	Google Europallee-Campus (Europallee 20 / 2nd floor, Zurich)

05:00 pm: Registration & Drinks

05:30 pm: Welcome and Introduction



Speaker: Walter Fust, former Ambassador, Honorary Chairman, World Association for Sustainable Digital Transformation

- Opening remarks
- Overview of the event's agenda
 - Importance of digital transformation in agriculture

05:40 pm: Keynote by Google Switzerland



Speaker: Marcel Rubner, Customer Engineer at Google Cloud

- Topic: **"AI: The Third Big Shift"**



05:50 pm: Presentation I – Switzerland



Speaker: Thomas Anken, Department head, Digital Production, Agroscope.

- Topic: **"Agroscope's Role in Digital Transformation"** Agroscope
- Key points:
 - AI and machine learning in Agriculture
 - Agroecology and Digital Transformation
 - Sustainable Farming Practices



AGROSCOPE



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06:05 pm: Presentation 2 – Syngenta Group



Speaker: Hengde Qin, CFO, Syngenta Group.

- Topic: **"Data is the New Tractor – The Role of Digitization in Agriculture"**
- Key points:
 - Impact of Climate Change on Agriculture
 - Role of Digital Technology
 - Advancements in China

06:20 pm: Presentation 3 – Green State



Speaker: Arsenije Grgur, Chairman & CEO, GreenState

- Topic: **"Case: Digitalization in agriculture in Switzerland"**
- Key points:
 - IoT and AI in vertical farming
 - Greenstate project: successes and challenges
 - Platform for life

06:35 pm: Presentation 4 – India



Speaker: Prateep Basu, CEO, SatSure

- Topic: **"Closing the Credit Gap: Earth Observation Data as a Catalyst for Accelerating the Financial Inclusion of Farmers"**
- Key points:
 - A comprehensive overview of how earth observation data can address the credit gap for farmers and accelerate financial inclusion.

06:50 pm: Presentation 5 – Google



Speaker: Marcel Truempy, Customer Engineer at Google Cloud

- Topic: **"Innovation and Driving Sustainable Digital Transformation – A View from Google"**



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07:15 pm: Closing Remarks



- **Speaker: Josef Mondl**, Founder & President, World Association for Sustainable Digital Transformation



07:20 pm – 08:00 pm: Aperitif and Networking

- Opportunity for attendees to network with speakers and each other
- Aperitivo served

EVENT HOST:



- **Stephan Nievergelt**, Co-Founder, World Association for Sustainable Digital Transformation



We are grateful for the support and expert contributions for this event by:



For further information:

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