

PRESS RELEASE

THE FIRST INTERNATIONAL WEEK FOR SMART FOOD PRODUCTION WILL TAKE PLACE IN 2018 TO UNITE THE FOOD AND AGRICULTURAL INDUSTRIES TO DISCUSS TECHNOLOGY TRANSFORMATION FOR SUSTAINABLE GROWTH

Utrecht, the Netherlands, 26 July 2017 - The first International Week for Smart Food Production will take place from 18 - 22 June 2018, in the Netherlands, and will be a series of business events bringing together the global food and agriculture industries to address the challenges of today and tomorrow to achieve sustainable growth.

As both the global food and agriculture industries face pressure to improve and increase yields, sustainability, quality, transparency, traceability, health and profitability the International Week for Smart Food Production will bring the two industries together for the first time on a global scale.

From 18 June to 22 June 2018, the Netherlands will be the epicenter for innovators, entrepreneurs, thought leaders, key buyers and investors, policy and decision makers in food and farming from all over the world to come together alongside stakeholders from across the value chain to promote collaborative thinking and development to accelerate the technological solutions needed to support sustainable growth.

The week will feature international trade shows including VIV Europe (animal husbandry & processing), GFIA Europe and the inaugural Future Food Manufacturing Expo plus a plethora of side events, technical tours, networking receptions, matchmaking meet-ups and deal making throughout the Netherlands with support from CEMA the European Agricultural Machinery Industry Association, Wageningen University and Research, Invest in Holland, Global Open Data for Agriculture and Nutrition Initiative and Enterprise Europe Network.

Speaking at the launch of International Week for Smart Food Production, GFIA Europe Event Director Nicola Davison said: 'Following the success of the first edition of GFIA Europe this May in the Netherlands, where the agenda for the event was driven predominately by smart technology and digital solutions it became apparent that there was a clear opportunity to bring both the food and agricultural industries together to support this initiative.'

'This has led to our partnership with VIV Europe and Proagrica to build the vision for the first International Week for Smart Food Production. A coalition of partners under the leadership of GFIA Europe, VIV Europe and Proagrica will be organising and driving the event. We call on businesses and enterprises across the food and agricultural industry to participate and support the week.'

Ruwan Berculo, Manager, VIV worldwide added: 'Holland, as small as the country is, has always been a miniature lab boosting impressive game-changing technology developments in agrifood. Animal and plant protein sectors form the Dutch economy's driving force behind a constant flow of innovations spread out worldwide.'

'The International Week for Smart Food Production unites these forces into one single business week. If you're a leader in agrifood, no matter where in the world, make sure you join us in the Netherlands to contribute to this unique network. As VIV Europe 2018, I am proud to take the lead and to join with GFIA Europe and Proagrica to present Agrifood to the world.'

Speaking on behalf of Proagrica, Roel Leferink, Publishing Director concluded by saying: 'Proagrica has a mission to empower and connect people and businesses in order to feed and fuel the world sustainably. So we are very proud to launch this initiative with GFIA Europe and VIV Europe, and are certain that many leaders in the food & agri industries, governments and science will participate and support the first International Week for Smart Food Production.'

He added: 'We look forward to the vast opportunity the week will provide for everyone across the industry to participate in collaboration between thousands of the world's most influential people in industry, science and government to discuss policy, strategy and solutions for today and towards a food secure future.'

For further information on International Week for Smart Food Production or to understand how you can get involved please contact Nicola Davison, n.davison@turretme.com

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NOTES TO EDITORS

- GFIA (Global Forum for Innovation in Agriculture) was launched in 2014 at the invitation of the Abu Dhabi government. It leveraged partnerships with 40 powerful organisations including the Food and Agriculture Organisation of the UN, Bill & Melinda Gates Foundation, and the World Bank, that wanted a platform to show the world how technology gives us the only real chance of feeding nine billion people without destroying the environment. Now with established events in the Middle East and Africa, GFIA has evolved into the world's largest showcase of sustainable agriculture innovations. GFIA is organised by Turret Media www.GFIAEurope.com
- Future Food Manufacturing Expo will be Europe's first major international trade fair dedicated to essential sustainable solutions and technologies in food processing and manufacturing. The event will provide a platform to showcase the latest packaging, automation and robotics, transportation and logistics, cold chain and storage, waste management and recycling, renewable energy and water conservation technologies for environmentally conscious food processors and manufacturers. Future Food Manufacturing Expo is organised by Turret Media
- VIV Europe is the International Olympic once-every-4-years trade show based on the 'Feed to Food' principle. The World Expo includes the sectors of Poultry Meat, Eggs, Pig Meat, Veal, and Dairy. VIV Europe is organised by VNU Exhibitions Europe www.vnuexhibitions.com & www.viv.net



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