

AGRIBUSINESS MISSION TO GERMANY

DISCOVER WITH US HOW GERMANY IS EUROPE'S SECOND LARGEST AGRICULTURAL PRODUCER THROUGH ITS INNOVATIONS

Frankfurt & Stuttgart

Date: 10th to 12th June 2024

OBJECTIVES

The International Association for Agricultural Sustainability (IAAS), in collaboration with DLG, is excited to announce a transformative 3-day Agribusiness Mission to Germany. Our mission is to immerse participants in the dynamic agribusiness landscapes of the country, aiming to achieve the following objectives:

- Gain insights into the distinctive features of the German agritech and agrifood landscape, exploring innovative practices and technologies that contribute to sustainability and climate resilience.
- Visit research centres utilized by family agribusinesses in Germany, witnessing firsthand how these centres address challenges related to sustainability and climate change. Explore the technologies and solutions they offer to foster growth and resilience in the agricultural sector.
- Discover essential business drivers and acquire valuable insights into branding, development, innovation, and succession planning for family-owned enterprises. The executive field trip provides a unique opportunity to understand and apply key strategies for the long-term success of these enterprises.

TENTATIVE PROGRAMME*

Day 1 9th June 2024 (Sunay) Frankfurt

- Arrive at Frankfurt, Germany
- Check-in at Hotel

Day 2 10th June 2024 (Monday) Frankfurt

- Business Forum-Developing Agri-food Technologies: Policy and Business Considerations (*refer to pg2-3 for details*)
- Business networking with experts, practitioners, and stakeholders from Europe / Asia
- Meeting cum business networking with DLG and APAARI members
- Networking lunch & dinner

Day 3 11th June 2024 (Tuesday) Frankfurt – Stuttgart

- Departure from Frankfurt to Stuttgart
- Site Visit 1: Fraunhofer Institute for Manufacturing Engineering and Automation (TBC)
- Check-in Hotel at Stuttgart
- Networking lunch & dinner

Day 4 12th June 2024 (Wednesday) Stuttgart

- Site Visit 2: ROKO Farming (TBC)
- Site Visit 3: Sam-Dimension GmbH (TBC)
- Networking lunch & dinner

Day 5 13th June 2024 (Thursday) Stuttgart – Home

- Departure from Stuttgart to your destination

* Programme is tentative and subject to changes

Theme of Forum:

Developing Agri-food Technologies: Policy and Business Considerations

CET	Morning Session
Opening Speech	
09:00 09:05	Dr. Tan Wee Liang Head of the Delegation, Asian Family Business Mission Vice Chairman, International Association for Agricultural Sustainability (IAAS) Associate Faculty, the Lee Kong Chian School of Business, Singapore Management University, Singapore
09:05 09:10	Dr. Nils Borchard (TBC) Conference Local Chair Head of Research and Innovation DLG e.V.
Session 1 – Sustainable Agriculture and Technological Innovations: Global Perspectives and Local Initiatives	
09:10 09:35	“Global Perspectives on Australian Agrifood Innovation in Climate-Smart Agriculture” Su McCluskey Special Representative for Australian Agriculture, Department of Agriculture at Fisheries and Forestry, Australian Government
09:35 10:00	“Topic-TBC” Philipp Rittershaus Head of Corporate Innovation & Startup Coaching, ROOTCAMP
10:00 10:15	Tea Break
Session 2 - The State of Advances in Alternative Proteins: Tales from Europe and Asia	
10:15 10:40	“Introduction to Singapore’s Alternative Protein Ecosystem” Valerie Pang Former innovation Associate of Good Food Institute (GFI)
10:40 11:05	“Topic-TBC” Ira van Eelen Co-founder & CEO of KindEarth.Tech Co-founder of RESPECTfarms Board Member of Foodtech Founder of ToothCamp Board member of Cellulaire Agricultuur Nederland
Session 3 – Revolutionizing Agriculture: Innovations for Enhanced Carbon Sequestration in Farming	
11:05 12:15	“TBC” Ernesto Hartikainen , CEO at Biocode (TBC) “TBC” Jannick Dittmer , Senior Referent für Innovation & Strategie, Landwirtschaftliche Rentenbank (TBC)

Monday, 10th June 2024

CET	Afternoon Session	
Session 4 - The Family Factor in Agribusiness Sustainability		
14:00 14:40	<p><i>Dialogue Sessions- “The Family Factor in Agribusiness Sustainability”</i></p> <p>Moderator: Dr. Annie Koh Advisor of Asia Family Business Mission Professor Emeritus of Finance (Practice) & Senior Advisor, Business Families Institute, Singapore Management University, Singapore Board Director of Singapore Food Agency, Singapore</p> <p>Guest Speaker: Special guests from Europe and Asia</p>	
14:40 15:00	Tea Break	
	Hybrid Panel Discussions	Conference Papers Presentation
15:00 16:00	<p><i>Panel - “Digitalization and innovation in Agriculture - Regional trends, perspectives and supporting governance”.</i></p> <p>Moderator: Martina Spisiakova Strategy and Innovation Coordinator, Asia-Pacific Association of Agricultural Research Institutions (APAARI)</p> <p>Panelists: Special guests from Europe, Asia, and Latin-America</p>	20 mins for each paper presentation
16:00 16:30	Networking & Close of the Day	

Profile of Organizer



International Association for Agricultural Sustainability (IAAS)

<http://www.iaas.org.sg/>

IAAS is a not-for-profit association serving the professional interests of members working in agricultural and broadly related fields of applied economics.

IAAS committed to our goals in helping establish a healthy food system for global food and nutrition security; preserving our natural resources and environment for sustainable agricultural practice; improving the quality of life through advancement of innovation and successful agricultural businesses; and empowering the next generation of leaders through sharing of agricultural knowledge, methodology development, and community engagement.

Profile of Joint Organizers



Deutsche Landwirtschafts-Gesellschaft

<https://www.dlg.org/en/>

The DLG (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society) was founded by the engineer and author Max Eyth in the year 1885. It has around 30,000 members and is a leading organization in the agricultural and food sectors.

DLG eV provides agricultural services. The Company operates as a foundation that promotes technical and scientific progress of agriculture internationally. DLG performs services such as knowledge transfers, trade exhibitions, machinery and farm input tests, and food tests.

DLG operates internationally. It shares knowledge and expertise worldwide with leading international practitioners, experts and other specialist organizations.

Its activity areas are

- knowledge transfer
- trade exhibitions
- machinery and farm input tests
- food tests





The Asia-Pacific Association of Agricultural Research Institutions (APAARI)

<https://www.apaari.org/>

Reading's The Asia-Pacific Association of Agricultural Research Institutions (APAARI) was founded in 1990 by the initiative of the Food and Agriculture Organization of the United Nations (FAO) and Governments of China, Fiji, India, Iran, Malaysia, New Zealand, Pakistan, Papua New Guinea, Philippines, Republic of Korea, Sri Lanka, Thailand, and Western Samoa.

APAARI is a membership-based, apolitical, multi-stakeholder, and intergovernmental regional organization that aims to catalyze collective action to improve agri-food systems in the Asia-Pacific region. It brings together regional, national, and global stakeholders to bridge gaps and strengthen agri-food research and innovation systems towards more sustainable development in the Asia-Pacific region.

Visiting Companies/Organizations Profiles (tentative and subject to changes)

	<p>Fraunhofer IPA</p> <p>https://www.ipa.fraunhofer.de/en.html</p> <p>With over 1200 employees, the Fraunhofer Institute for Manufacturing Engineering and Automation IPA (Fraunhofer IPA) is one of the largest institutes in the Fraunhofer-Gesellschaft. The total budget amounts to € 90 million. The institute’s research focus is on organizational and technological aspects of production. We develop, test and implement not only components, devices and methods, but also entire machines and manufacturing plants.</p> <p>Our 19 departments are coordinated via six business units, which together conduct interdisciplinary work with the following industries: automotive, machinery and equipment industry, electronics and microsystems, energy, medical engineering and biotechnology as well as process industry. The research activities of Fraunhofer IPA aim at the economic production of sustainable and personalized products.</p>
	<p>ROKO Farming GmbH & Co. KG</p> <p>https://www.roko-farming.com</p> <p>ROKO Farming specializes in the development of automated, energy-integrated, and high-yield vertical farming systems leveraging cutting-edge technologies such as AI, robotics, IoT, and LED lighting. Our primary objective is to revolutionize crop production by ensuring sustainability through innovative farming practices.</p> <p>Mission of ROKO Farming is to establish indoor farming as a long-term and sustainable solution within existing agricultural frameworks. To achieve this goal, we design indoor farming systems tailored to the unique requirements of farmers. Our systems offer reliability and consistency, enabling operators to harvest a specific quantity of plants daily.</p> <p>ROKO Farming is committed to driving forward the future of agriculture by providing state-of-the-art indoor farming solutions that maximize efficiency and minimize environmental impact.</p>
	<p>SAM-DIMENSION</p> <p>https://www.sam-dimension.com</p> <p>SAM-DIMENSION is a young and innovative precision farming start-up. The company develops intelligent computer vision techniques and combines them with data science to enable effective field surveys. SAM-DIMENSION offers a complete solution for full-area aerial surveys of fields from mapping to the application to prevent yield loss due to weeds in conventional, hybrid and organic farming.</p> <p>SAM-DIMENSION helps forward-thinking farmers to reduce their crop protection costs while increasing their productivity. By using the SAM-DIMENSION maps, the amount of pesticides applied is reduced by up to 90%. In addition to the ecological benefits, the customer achieves a cost saving of 40 %.</p> <p>SAM-DIMENSION started its product development in 2019 and is already working intensively with farmers and companies from Germany and the Czech Republic on the market launch of the drone weed detection at the cotyledon stage. The company is led by a founding team with extensive experience in agriculture and sensor-technology.</p>

To register for the business mission to Germany, please click on the following link to fill out the form or contact Dr. Michael FU at michael.fu@iaas.org.sg or Ms Shanny Shen at shannyshen@iaas.org.sg.

[Click Here to Register Your Interest](#)