



# DATAGRI

**Logroño, Spain 15 - 16 Nov 2023**

VI Datagri Forum to promote the  
Digital Transformation of the Agri-  
food Sector

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**Sponsorship dossier**

**[www.datagri.org](http://www.datagri.org) #Datagri2023**



## **Annual meeting point of the agri-food network**

From the producer to the retailer. Datagri unites all the nodes of the agri-food network to present technological innovations, establish new synergies and generate business opportunities to work for sustainable, safe and quality agriculture.

## **Technology is seen and touched**

During Forum Day you will be able to hear what projects research centers, universities and technology companies are involved in. And thanks to the day of demonstrations in the field you will be able to experiment and connect directly with innovation.

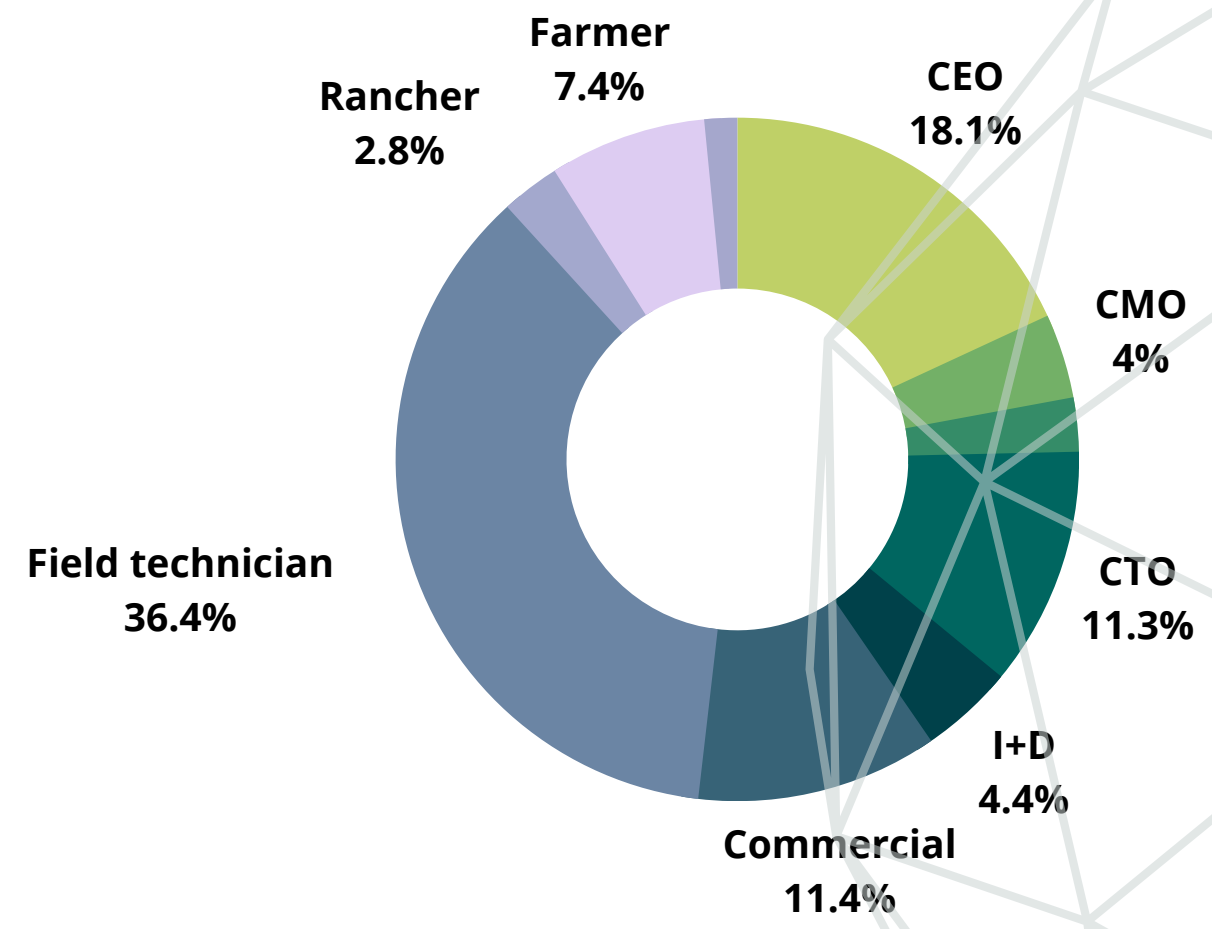
## **Leaders in digitization in Southern Europe**

After 5 editions, the Datagri Forum is a consolidated and benchmark event in Europe and Latin America for discovering the next technological trends in the sector worldwide.



# Why Datagri?

# Who will you meet?



**CEOs** Decision makers  
 Field technicians **Farmers**  
**CTOs** Commercial Managers  
 Training **R+D+i** **CMOs**

**Spain** Colombia **México**  
**Perú** **Holland**  
 Luxemburg Ecuador Portugal  
 Argentina Italia Germany  
**Chili** **Brazil**



# Datagri Evolution

## 2019 Saragossa

2 days  
21 presentations  
36 partners  
1200 attendees

## 2021 Lleida

2 days  
45 presentations  
40 partners  
1000 attendees

## 2018 Cordova

2 days  
32 presentations  
34 partners  
1200 attendees  
face-to-face

## 2020 Virtual

I Week of Agri-food  
Digitization  
80 presentations  
26 partners  
1700 attendees

## 2022 El Ejido

V Datagri Forum and I  
Ibero-American  
Virtual Congress  
Forum Day  
Greenhouse Tour Day  
1,200 attendees





**20.210,20€**

## Economic value

8,91€ Valor medio del usuario  
6,45€ Valor medio de los tweets  
455,36€ del tweet mayor valorado

**22.319**

## Prints on LinkedIn

530 interactions  
+ 1300 active followers

**12.775.438**

## Total impacts

1.713.714 users reached

# Social Media 2022



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# DATAGRI 2023 - LOGROÑO



## FORUM DAY, 15 NOV

A day of presentations, round tables and debates on trends, innovation, science and technology that will take place at the **Riojaforum**. A space to listen and learn how the agri-food sector evolves and listen to the different cases of use and success.

## FIELD DAY, 16 NOV

A day to discover technology in the land with the name of wine. Circuit of visits for demonstrations on the field in **the experimental farm of La Grajera**, with an exhibition area where knowledge and experiences can be shared.



# Space "digital notebook"

***The best showcase for  
your digital product or  
service***

***We provide you with a mini-stand in the  
main lobby of the Riojaforum so that  
throughout the day you can interact with  
more than 800 professionals from the  
agricultural sector***

See conditions on the rate slide





# Youth Space

Experimental farm of La Grajera

*Connect with the future  
of the sector in a fresh  
and dynamic site*

*Exclusive presentations to young farmers  
and ranchers and students of the last  
courses of the main agricultural schools  
and agronomists*

Check sponsorship conditions





# SPONSORSHIP PACKAGES

| OPTIONS  | BRONZE       | SILVER       | GOLDEN       | PREMIUM       |
|--|--------------|--------------|--------------|---------------|
| Presence at a round table in the Forum Day plenary |              |              |              | ✓             |
| Presence at the Forum Day sectoral round table     |              | ✓            | ✓            | ✓             |
| VIP dinner assistance                              |              | 1            | 2            | 4             |
| Access to attendee database                        |              |              |              | ✓             |
| Schedule meetings Organizing Committee             |              |              |              | ✓             |
| Forum Day invitations                              | 2            | 4            | 7            | 15            |
| Logo on web and communications                     | S            | S            | M            | L             |
| Stand in Space "digital notebook"                  | ✓            | ✓            | ✓            | ✓             |
| <b>Price (€) *</b>                                 | <b>2.500</b> | <b>4.500</b> | <b>7.500</b> | <b>15.000</b> |



# Forum Day / Riojaforum

|               |  |                         |
|---------------|--|-------------------------|
|               | <b>Main Auditorium</b>   |                         |
| 10:00 - 10:45 | Institutional opening  |                         |
| 10:50 - 11:15 | inspirational speech   |                         |
| 11:50 - 12:35 | Table 1. Artificial Intelligence   |                         |
| 12:40 - 13:30 | Table 2 SIEX Digital Notebook  |                         |
| 13:30 - 15:00 | NETWORKING LUNCH   |                         |
|               | <b>ROOM 1</b>  | <b>ROOM 2</b>           |
| 15:10 - 16:00 | Precision Agriculture / Inputs   | Smart Vineyard / Winery |
| 16:05 - 17:00 | Sustainability / Climate Change  | Shared data             |
| 17:00 - 17:50 | Learning in digital transformation processes / success and failure cases   | Connected livestock     |
|               | <b>ROOM 1</b>  |                         |
| 18:00 - 18:25 | Live podcast recording. Agromillennilas and digital transformation. The perspective of 4 influencers from the Spanish agricultural sector. |                         |
|               | <b>ROOM 1</b>  |                         |
| 18:30- 18:45  | Closure  |                         |

# Field Day / La Grajera

***Work sessions Ministry of Agriculture, Fisheries and Food***

***Meeting point***

***Digital technology demonstrations***

***Youth Space***

***Meal***



# CONTACTS



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## **PRESS CONTACT**

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# ORGANIZING COMMITTEE



# DATAGRI

VI Datagri Forum to promote the Digital Transformation of the Agri-food Sector



ESCUELA TÉCNICA SUPERIOR DE INGENIERÍA AGRONÓMICA, ALIMENTARIA Y DE BIOSISTEMAS

