



8 > 10
DECEMBER
2020
VIRTUAL EVENT

FIRA
INTERNATIONAL FORUM OF AGRICULTURAL ROBOTICS

5TH EDITION
"AGRICULTURAL ROBOTICS:
PART OF THE NEW DEAL?"

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#FIRA20

PRESS RELEASE - For immediate release

FIRA 2020 GOES 100% VIRTUAL FOR 3 DAYS

8-9-10 DECEMBER 2020

The international expert event in agricultural robotics

Toulouse, June 1st, 2020 - How to bring together agricultural robotics experts from all over the world, given the current context? To achieve this, GOFAR, the association organizing **FIRA**, has decided to arrange a virtual version of its annual event, from 8 to 10 December, 2020. Through its recognized platform, FIRA will provide international participants with online live access to speakers, stand tours and interactions with exhibitors and other participants, and will thus become the social network for agricultural robotics.

This 3-day new format combines innovation and quality online experience for a sector that has a key role to play to address the current environmental, economic and social issues.

DISCOVER FIRA 2020 IN MOTION: <https://youtu.be/tnZMsG7P65U>



FIRA 2020: WHEN THE VIRTUAL BROADENS THE SCOPE OF POSSIBILITIES

Since its first edition, robot manufacturers, agri food companies, agro businesses, producers, researchers, investors and solution providers from all over the world meet in Toulouse during FIRA, the International Forum of Agricultural Robotics.

For its 5th edition and considering the ongoing particular context, **FIRA goes virtual, and aspires to gather more than 3.000 participants worldwide from December 8 to 10** (compared to 850 participants in 2019 for its live version). This virtualization will serve as a wonderful opportunity for the sector to increase its attractiveness and to offer all agricultural robotics professionals, wherever they are, the possibility to take part in this new deal of the agricultural world, while limiting its carbon footprint.

Conferences and round tables will be available live online and “on demand” as soon as they are completed, so as to allow participants, wherever they are in the world, to avoid time zones constraints.

As for the **stands**, they will be accessible and will offer the possibility to browse through the videos, brochures and photos of the exhibitors, and to chat with them using chat or video.

The **2nd edition of the RobAgri Scientific Workshop** is also part of the program. It will be held in a dedicated room and will provide presentations of technical and scientific research projects with view on the poster area of these projects.

ON THE 2020 AGENDA: "AGRICULTURAL ROBOTICS, PART OF THE NEW AGRICULTURAL WORLD?"

This year is marked by the Covid-19 pandemic and the global confinement it has led to and we have all faced. **This unprecedented situation impacts the agricultural production and further conveys the difficulties of a sector that is demanding but undergoes labor shortage.** In that light, **how can robotics provide an appropriate and alternative response**, without neglecting its integration into an unusual social, economic and environmental context?

The international speakers selected for their expertise will be featured to share their vision and exchange with the participants.

NEW FEATURES: ROBOT DEMOS

This year, **all robot manufacturers will be offering demos in real conditions, presented live and exclusively at FIRA.**

Harvesting, animal welfare management, weeding, disease detection, autonomous platforms, data collection..., are as many applications for which robotic solutions are already implemented. FIRA represents a unique opportunity to share knowledge, to explore new collaborations and to consider, together, the conditions allowing the integration of innovative robotic solutions in an agricultural process concerned with reducing the risks to health, food production and the environment.

Registrations for this new FIRA format will soon be open, and we look forward to meeting you in December for a program (currently in progress) that fuels rich debates and whose discussions will be consolidated into a summary.

Note to journalists:

A press conference presenting the 2020 edition will be organized in July 2020 with all partners.

Information: <https://www.fira-agtech.com/en/>



About GOFAR

Global Organization For Agricultural Robotics

Since 2016, FIRA has managed to position itself as the must-attend event for professionals in the agricultural robotics sector. Initiated and organized by the company Naio Technologies since then, FIRA is emancipated today and will now be carried by the association GOFAR - Global Organization for Agricultural Robotics, founded in May 2019.

The members of the board are represented by Axema, Capagro, Naio Technologies and RobAgri.

The GOFAR association aims to promote and develop the agricultural robotics sector internationally. It meets a real growing need for visibility and networking in the agricultural robotics sector.

GOFAR's main objective is therefore to arrange the meeting and support the players in the sector by taking an active part in the development of the agricultural robotics market through a promotional campaign of international scope (organization of events, communication actions and participation in trade fairs in France and abroad).

From 2019, the GOFAR association will accordingly focus on three distinct areas of work:

- The annual organization of the International Forum of Agricultural Robotics (FIRA);
- The participation in international and national events intended for agro-equipment professionals;
- The production and dissemination of expert content and publications.

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