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DECEMBER
2020
VIRTUAL EVENT



Press Release - December 16, 2020

FIRA 2020 : AN INTERNATIONAL SUCCESS FOR THE EXPERT MEETING ON AGRICULTURAL ROBOTICS

1500 PARTICIPANTS - 85 SPEAKERS - 71 COUNTRIES - 30 AGRICULTURAL ROBOTS

The 5th edition of [FIRA](#) was organized entirely in virtual format this December from 8 to 10. Far more than a simple webinar, the immersive platform of FIRA 2020 enabled 1500 participants, connected from over 70 countries, to meet around an enriched exhibition area, three conference rooms and a networking tool to facilitate exchanges. The participants can access the platform until June 2021, which makes FIRA 2020 the longest agricultural event of the year.



FIRA 2020 : AN INNOVATIVE VIRTUAL EDITION

While most trade shows have been forced to postpone their 2020 or even 2021 editions, FIRA had to stand firm given the impossibility of organizing an on-site event.

Agricultural robotics experts and aficionados could not miss the opportunity to meet and exchange in a forum that is unique in the world, at a time when the sector is exponentially growing. This is why the teams of GOFAR, the organizing association of FIRA, decided to set up a virtual edition offering services similar to a face-to-face edition.

Far from being a back-up plan, FIRA 2020, on the contrary, has opened the doors of Agricultural Robotics even more to a resolutely international audience. This year, FIRA was able to gather **during 3 days more than 1500 participants, connected from 71 different countries** (compared to 850 participants from 42 countries in 2019).

This year also marks a turning point, with an **increased participation of farmers and producers**. Indeed 30% were connected against 15% in 2019, proof, if any, that the robotization of production methods is of interest to these men and women in the field.

AN ENRICHED PROGRAM



The 85 speakers and international experts were also present from the very beginning of the organization of the event: John Deere, Kubota, Lely, VARTA, Syngenta, or the FAO, to mention only the best known, have agreed to speak in this original format, to answer an important question: " Agricultural robotics: part of the new deal? "

For 3 days, these program contents were under the spotlight:

- **Conferences and round tables**, around the challenges of agricultural robotics regarding food, end consumers, the agricultural sector, and their development on the agricultural machinery market,

- **Workshops on various chains**: presentation of robots for fruit and vegetables, field crops, viticulture and breeding,
- For the first time, **15 robot demos** in real conditions,
- **2nd Scientific Workshop** organized by RobAgri and INRAE

The **robot demos shot exclusively for FIRA** particularly attracted visitors: with a total of 5613 views to date, 15 manufacturers were able to comment, for the first time live, on the features and interest of their autonomous machines, and answer questions after their presentation.



FIRA 2020 AVAILABLE UNTIL JUNE 2021

TEVEL AEROBOTICS TECHNOLOGIES, WINNER OF THE BEST FIELD ROBOT CONCEPT AWARD IN 2020

FIRA and Future Farming magazine awarded Tevel Aerobotics Technologies the prize for the best 2020 Robot Concept during FIRA 2020 on December 10.

Tevel Aerobotics Technologies (Israel) develops autonomous flying robots used to pick various types of fruit, including apples, peaches, nectarines, pears, plums, citrus fruits and avocados. The start-up is also working on thinning and pruning functionalities.



These sessions have all been recorded and are currently **available in replay on the FIRA 2020 platform until June 2021** : to view them, all you need to do is register or sign up now for FIRA 2020([accreditation](#) still available for journalists).

The first half of 2021 will also include enriched content:

- **The conclusions of the FIRA plenary sessions, as well as the Scientific workshop, will be available in E-pub and PDF format,**

- An **open day** will be organized on the same platform as FIRA 2020, to provide a new time for exchanges between participants and exhibitors.

FIRA 2021 - DECEMBER 7 TO 9, 2021 : A HYBRID EDITION

Based on the success of this virtual edition, the FIRA organizers have decided to propose a new formula for its 6thth edition. FIRA, resolutely international, will therefore choose a hybrid format, combining face-to-face participation with plenary sessions, an exhibition space and business meetings, associated with a virtual format, as in 2020, to allow as many people as possible to take part in the debate and present their innovations in agricultural robotics.

See you then **from December 7 to 9, 2021 for FIRA 2021.**



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 Naïo 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, Naïo 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.

Information: <https://www.agricultural-robotics.com/>

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