

## Internet of Things technologies in Agrifood

An event to showcase technologies demonstrated within PRIMA (2018) MEDITOMATO project at three countries and to discuss new Innovation Activities for the Digital Transformation of the sector happening within SmartAgriHubs project

Physical and Online event; link to be sent after registration

**Wednesday June 29<sup>th</sup>, 2022, 09.45 am**

### INVITATION

[MEDITOMATO](#) is a project funded under H2020 conditions by PRIMA, the Partnership for Research and Innovation in the Mediterranean Area (<http://prima-med.org/>) in the 2018 call. The main goal of MEDITOMATO is to demonstrate innovative technology solutions in three demo-sites based on PRIMA countries (Spain, Italy and Turkey) covering the whole tomato value chain (from agricultural production to fresh product, processing and distribution) enabling this sector (including SMEs and smallholders) to progress at different levels (environmental, food quality & safety, sustainability, traceability, efficiency and water management) contributing to a consistent rural and social development of the Mediterranean agro-food sector supported on a quality, safe and sustainable production basis. IoT technologies applied to the three DEMO sites provided by [Future Intelligence Ltd](#) will be showcased at the exhibition area where endusers and participants will have the opportunity to interact with.

[SmartAgriHubs](#) project brings together a consortium of over 164 partners in the European agri-food sector. The project aims to realise the digitisation of European agriculture by fostering an agricultural innovation ecosystem dedicated to excellence, sustainability and success. To this end, SmartAgriHubs employs a multi-stakeholder approach and covers a broad value-chain network across all EU member states. The consortium includes a diverse network of start-ups, SMEs, business and service providers, technology experts and end-users. The end-users form the core of the project and are the driving force behind digital transformation. The development and adoption of digital solutions is achieved by a tight ecosystem of 140 Digital Innovation Hubs embedded within 9 Regional Clusters, which are led by organisations that are closely involved in regional digitisation initiatives and funds. Activities of [Hellenic FIWARE iHub](#) and Regional Cluster of Southeast Europe will be presented.

The event is free of charge but registration is required,

[https://docs.google.com/forms/d/e/1FAIpQLSe6zZFyLc-aEOtleoYuZ4vz4hzRu7j17Y4Fm3y8mfeWhlQcg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSe6zZFyLc-aEOtleoYuZ4vz4hzRu7j17Y4Fm3y8mfeWhlQcg/viewform?usp=sf_link)

