

TOWARDS THE LAND OF THE FUTURE

INNOVATION BETWEEN DIGITAL AND SUSTAINABILITY

NETWORKING AND TRAINING: THE OPPORTUNITIES OFFERED BY FIERAGRICOLA

Fieragricola is an international fair that offers countless opportunities for training, learning about innovations and coming into contact with the key players in the sector. During the exhibition you can acquire new skills, share experiences and become part of a network of operators with whom you will be able to interact in order to increase your company's profitability and develop innovative projects.

GAMIFICATION, SPEECH AND DIGITAL INTERACTION

The National Rural Network is aware of its role and participates in Fieragricola to promote innovation and sustainability through knowledge sharing among operators in the sector. Within the exhibition the Network promotes targeted communication and the use of digital tools for interaction and information exchange; through digital interaction and gamification activities the Network promotes and disseminates an idea of rural development focused on respect for the environment and biodiversity, smart farming and research and innovation projects carried out by young Italian farmers.

SUCCESS STORIES: RESEARCH AND INNOVATION PROJECTS FOR THE AGRICULTURAL SYSTEM

What are success stories? They are the stories of innovation, passion and the ability to look to the future of the Italian agricultural world. Getting to know the projects directly from their participants as expressed with their own voices is a unique opportunity to deepen the knowledge about sustainability, digitalization and to understand the real benefits and horizons of rural development plans.

FIERAGRICOLA: TOWARDS THE LAND OF THE FUTURE

The way towards the future of agriculture leads through development of scientific knowledge, the transfer of technologies into productive activities and the production of goods essential for everyone.

This is the primary objective of Fieragricola, a point of reference for Italian rural development since 1898. This year, the fair is focusing on digitalization and sustainability to promote rural development that encourages a circular economy and the cooperation within the entire production chain. Another objective of Fieragricola is to develop, also through agro-energy, a combination of ecological transition and business profitability for a new development model that represents the present and future of the Italian agricultural world.

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