

## Global Ag Tech Initiative sets the conference "Vision for the Future" for Jan 2024

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Global Ag Tech Initiative is launching its seventh edition of the conference "The Vision for the Future" on January 22-24, 2024 in United States. The conference includes the perspectives from the Global Ag Tech Alliance, and promises to reshape the ag tech landscape. The event will assemble industry leaders to focus on cultivating a sustainable value system in food, feed, fiber, and fuel.

Some of the key takeaways that could be expected shaping the industry are;

**Cutting-Edge Topics and Solutions:** The conference will address critical topics such as data-driven decision-making, barriers to adoption, cross-industry insights, and more. Attendees will gain actionable strategies to advance their business.

**Strategic Solutions Teams:** Facilitated groups will tackle top ag tech adoption challenges including data and AI management strategies into real-world, grower benefits; dissolving infrastructure barriers; and communicating to growers the value and imperative behind new systems.

**In-Depth Keynotes and Panels:** Throughout the event, sessions will delve into the latest data management technologies and processes, proving ROI, and the power of interoperability in ag tech solutions. Leaders with a variety of backgrounds and experiences will share their perspectives on the future of ag technology, including keynote presentations from Vasanth

Ganesan, Partner at McKinsey & Company and Brian Lutz, VP of Agricultural Solutions at Corteva Agriscience.

**Support from Leading Players:** Corteva Agriscience has joined as the title sponsor, expressing enthusiasm for shaping the future of ag tech. Other sponsors include Raven Industries, AquaSpy, and Ever.Ag, emphasizing a commitment to driving innovation in agriculture.

**Empowering Women in Ag Tech<sup>SM</sup>:** The second in-person meeting for *Women in Ag Tech*, co-located with VISION, starts on January 21st, providing a platform for women in the industry to connect, engage, and build a community. This networking initiative is crucial for empowerment and advancement in the industry. Heather Tunstall, Corporate Content Director at MMW, emphasizes the importance of *Women in Ag Tech*, stating, "It provides a platform for networking, learning, and empowerment."