

Information Session for Projects

3-6-2025



Synergy Days

BY SMARTAGRIHUBS | ROTTERDAM

Agenda

- Synergy Days 2025
- First look at the programme
- Why should you join?
- Participation package

Synergy Days

The Synergy Days is the most important conference **connecting the digital innovators of the European agri-food sector**.

You can expect not only workshops organised by the several EU projects and in-depth technical sessions but also an engaging exhibition, networking opportunities and interactive panels.



Synergy Days

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Synergy Days 2025

Two action-packed days of crucial discussions, live demonstrations, EU project pitches, designed to create more networking connections than ever before.



21 and 22 October 2025



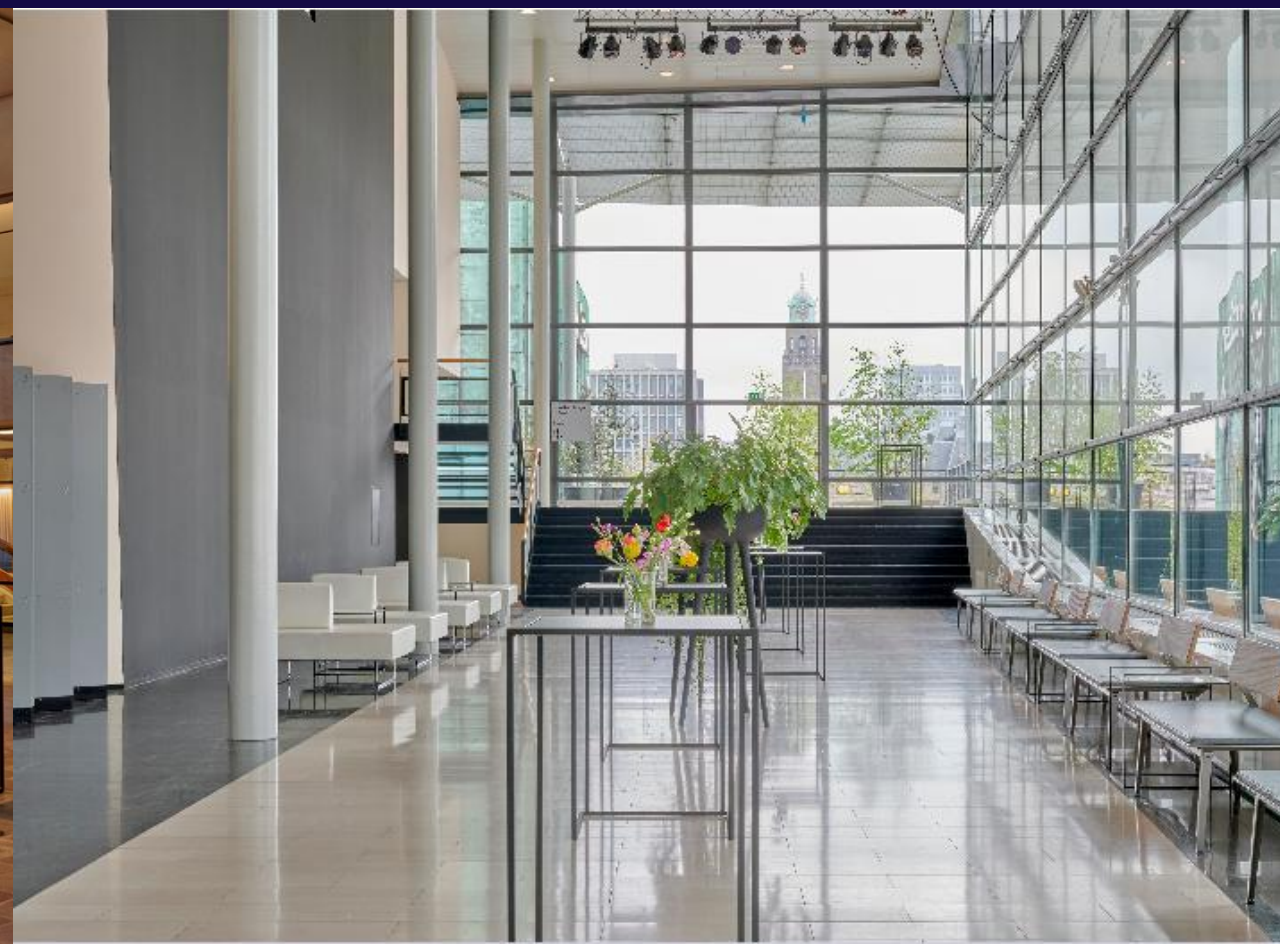
Rotterdam, the Netherlands



De Doelen - Plenary



De Doelen - Foyer



De Doelen – Meeting Rooms



What changes from last editions?

- AgData partnership
- Introducing tracks → more focused content
- Strengthening partnerships with even more projects
- New organising committee structure
- Paid event:
 - Early-bird = 90 euros
 - Normal = 120 euros
- Matchmaking event app



First look at the programme



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High-level Programme

- 4 plenary sessions
- Plenary project pitches
- Extended lunch breaks to visit the exhibition
- 21 workshops (1.5 hours, 7 in parallel)
- Conference dinner (paid)
- Farewell drinks

Mission of the Synergy Days

“Fostering the ecosystem of digital innovation in the agri-food sector by stimulating and facilitating related projects and initiatives to create synergies on relevant topics to support and enhance uptake of innovative digital technologies.”

Programming Committee

1. Sjaak Wolfert (WUR) (chair)
2. Vanja Bisevac (CEMA)
3. Simon Maas (AgriFood Capital)
4. Hazel Peavoy (Walton Institute)
5. Karel Charvat (WirelessInfo)
6. Adrien Guichaoua (Reframe.Food)
7. Jürgen VanGeyte (ILVO)
8. Niels Gotke (DASHE)
9. Dolores Ordonez (Anysolutions)
10. Lorena van der Kolk (S&P)

Call for workshops

- Topics should support the SD mission
- Organized by min. 2 projects (synergy!)
- Proposals reviewed by programming committee – takes final decision
 - Suggestions for mergers
- Embedded in tracks (e.g. business, policy, research, ...)
- Workshops should be really interactive!
- **Physical** attendance for presenters and participants! (also holds for plenary)
- Possible topics → see next slide
 - Not an exhaustive list

Suggested topics

1. Harmonizing Platforms/portals (research/data/knowledge infrastructures)
2. Several forms of AI (generative, geo, etc.)
3. Smallholder engagement
4. Investment in Data (Market) Infrastructure and Data Spaces
5. Harmonizing data infrastructure for monitoring (e.g. on FSDN, CS3D)
6. Digital Innovation Ecosystem development: beyond the projects
7. Standards and Interoperability in Agri-Food Digital Transformation
8. Positioning AgTech and related topics in the next Framework Programme (FP10)
9. ...

Why should you join Synergy Days 2025?



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Showcasing innovation

Knowledge exchange

Enabling synergies

Boosting networking

Promoting EU projects

Connecting you with key actors

from across the agri-food sector

Increasing your project impact

by boosting visibility and reach

Discovering the latest innovations

in the agri-food sector





Average edition in numbers

8 plenary sessions

30 parallel workshops

450 attendees

20 exhibitors

20 EU projects

How can your project participate?



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Participation package

Normal package: 3800 EUR

Deadline: 15th of June

Included in the package

- 5 free entrance tickets per project
- Project logo on all event marketing (EU level and nationally)
- Receive all GDPR-approved delegate contact details
- Possibility to host workshop (with another project)
- Possibility to have interview published in Synergy Portal
- 1 project pitch
- 1 exhibition spot
 - Extra costs for stands is for projects

Supporting you

NETWORKING

Supporting your project in the organisation of your stand, meetings, matchmaking and bilateral discussions.

PRESENTING

Supporting your project in the organisation of your workshops, presentations, briefing and rehearsals.

BRANDING

A team of communication strategists, content specialists and senior marketers dedicated to your project.

Questions/feedback?

Email event@synergydays.eu



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