

AGRISHOW WEEK started with exclusive content on digital media

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Initiative will bring in the participation of agribusiness specialists on relevant industry topics between April 27 and May 1/2020

Agrishow 2020 - 27th International Agricultural Technology Fair in Action prepared a special surprise for all Brazilian and international agribusiness. Agrishow Week will feature exclusive and qualified content on the fair's digital media, with the aim of bringing relevant information to the segment as well as remembering previous editions of the largest international technology agricultural trade show in Latin America.

The initiative started on Monday, the 27th, and extends to May 1st, Friday, the week in which the physical fair would take place and which was postponed due to the COVID-19 pandemic. Every day, specialists will participate in interviews, chats, and webinar on topics that are important for the farmer, rural producer and all professionals in the agribusiness chain.

The program began with the participation of strategic planning specialist for agribusiness Marcos Fava Neves, professor at the University of São Paulo and Fundação Getulio Vargas, who spoke about Brazil's leading role as a food supplier to the world.

Today (Tuesday) April 28 at 17:00, it will be the turn to follow the Agrishow webinar in partnership with the Futurecom Fair, which will have the theme Technology in Agribusiness: the benefits of innovation in the field in times of COVID-19. The online event will be attended by Sílvia Massruhá, general director of Embrapa Informática, Fernando Degobbi, CEO of Coopercitrus, Luciano Cesar Alakija Palma, business development lead at Nokia, and Luiz Carlos Faray de Aquino, multi-industry business development leader from IBM, and will be moderated by Hermano Pinto, director of Futurecom.

On April 29, at 11 am, journalist and writer José Luiz Tejon will speak about mental Health in the days of COVID-19. On Thursday, the 30th, at 17:00, João Castro da Climatedplo will discuss how to make the climate an ally for the agricultural professional. Finally, on May 1, at 11 am, agronomist Celso Moretti, president of Embrapa, will bring information regarding technological solutions (remote) for the agribusiness.

The program also includes interviews with embassies, companies and other international representations presenting an international scene.

In addition to the content, Agrishow Week also proposes to commemorate previous editions of the fair, through #tbt posts on its social networks - facebook, Instagram and LinkedIn. On YouTube, there are also all videos produced since 2013.

Agrishow 2020 is an initiative of the main entities of agribusiness in the country: Abag - Brazilian Association of Agribusiness, Abimaq - Brazilian Association of Machinery and Equipment Industry, Anda - National Association for the Dissemination of Fertilizers, Faesp - Federation of Agriculture and Livestock of the State of São Paulo and SRB – Brazilian Rural Society. The fair is organized, promoted and commercialized by Informa Markets, the main promoter of business fairs in Brazil and worldwide.

Source: Informa Markets