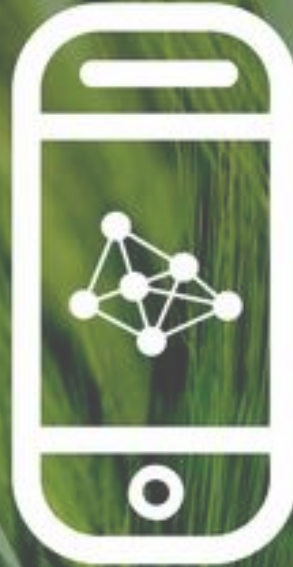


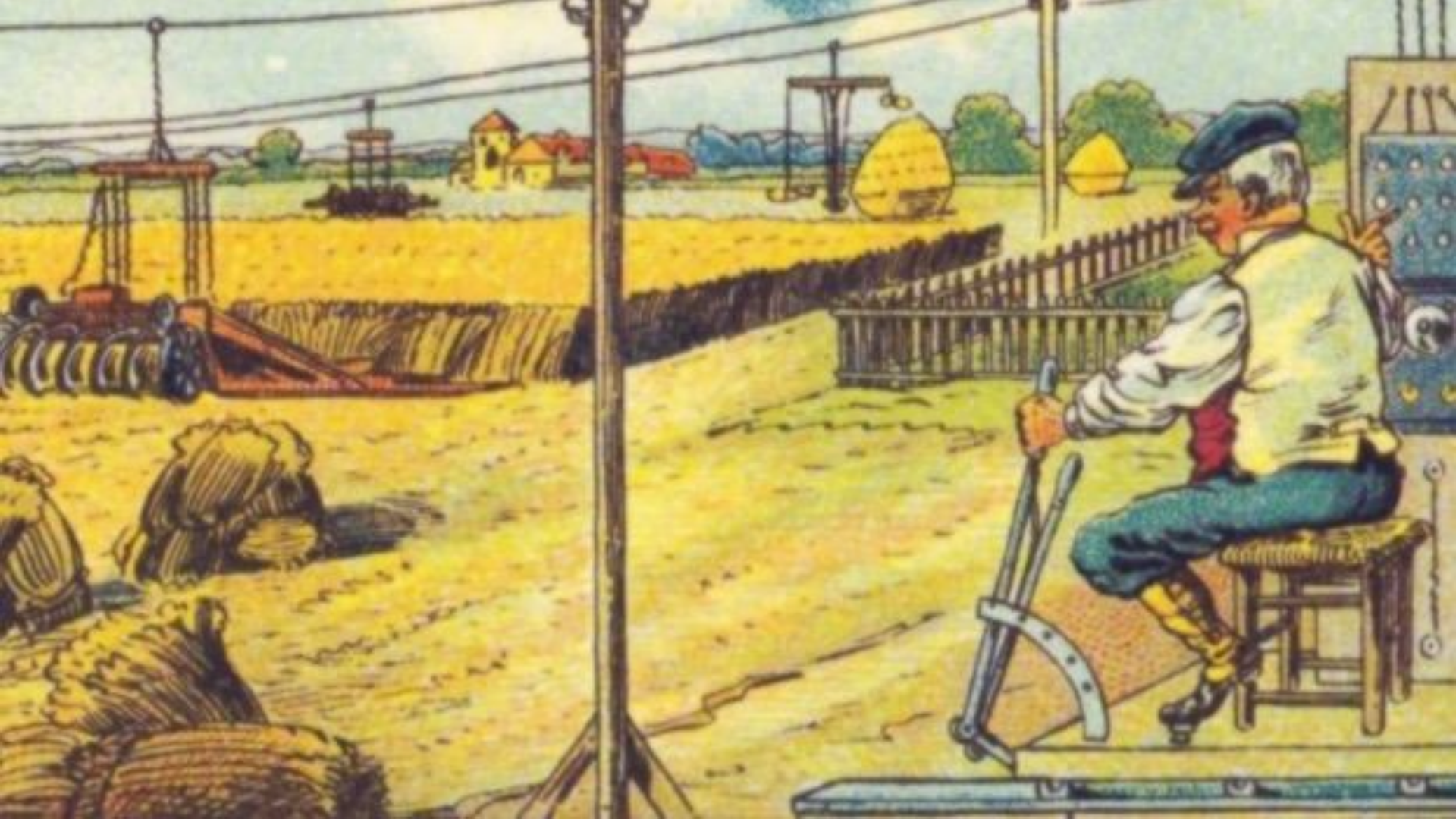
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eccelerate
ENABLING DIGITAL GROWTH



DIGITAL Cities Challenge Agrifood Cluster – an opportunity to be seized

Borris Förster, Director @ eccelerate & Partner @ FOODnext | 4th Academy Seminar, Algeciras 30/01/2019





**“A Very Busy
Farmer—France in
the Year 2000”**

Jean-Marc Côté, 1899

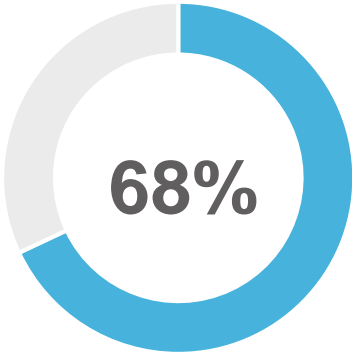
*“Predictions are always hard,
especially about the far
future”*



Reality today BoniRob “weeding robot”

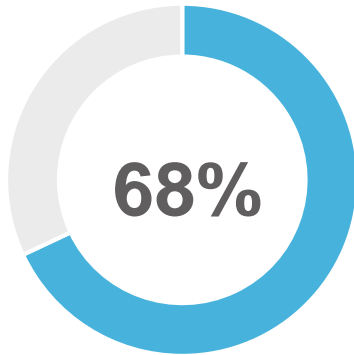
- ZERO pesticide usage and fully automatic
- Joint project of Bosch, Amazone and University of Osnabrück
- Winner of the German Innovation Award (cat. landscaping)

City population 2050 estimate



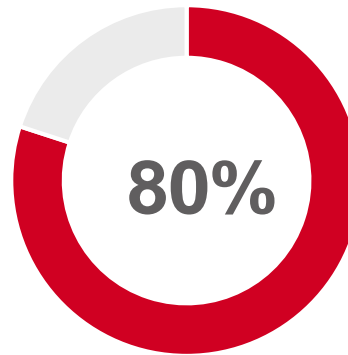
■ City population ■ Urban population

City population 2050 estimate



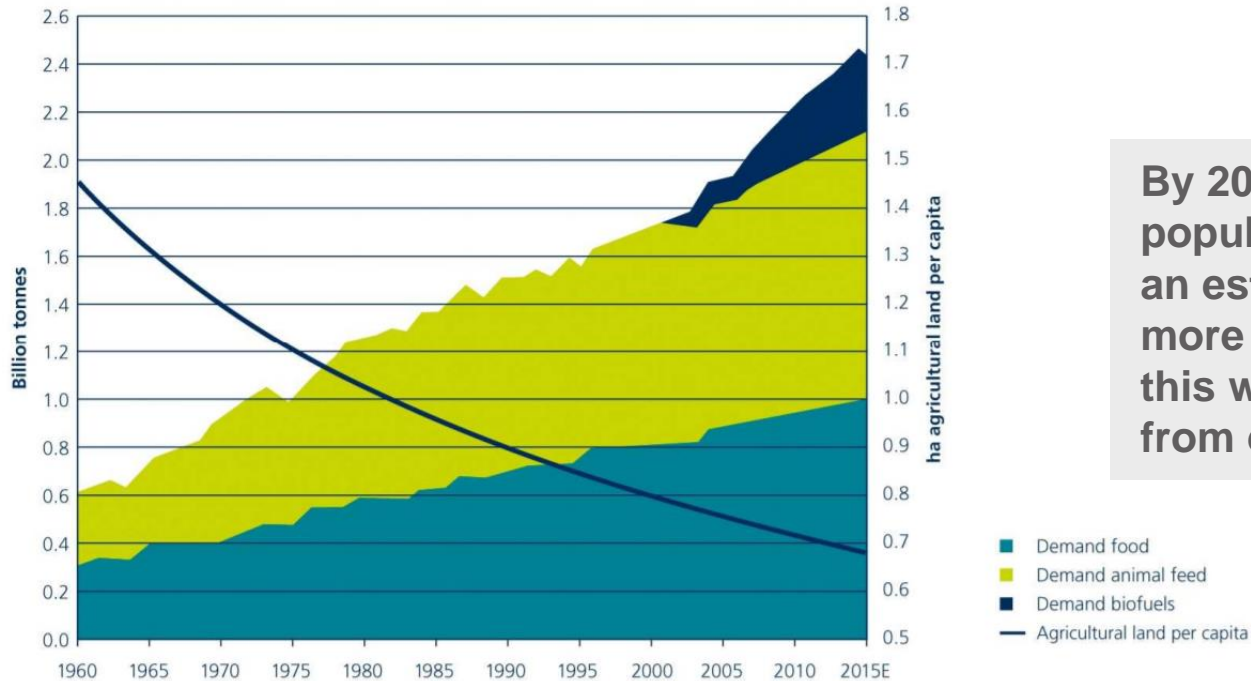
■ City population ■ Urban population

Food consumption 2050 estimate



■ City consumption ■ Urban consumption

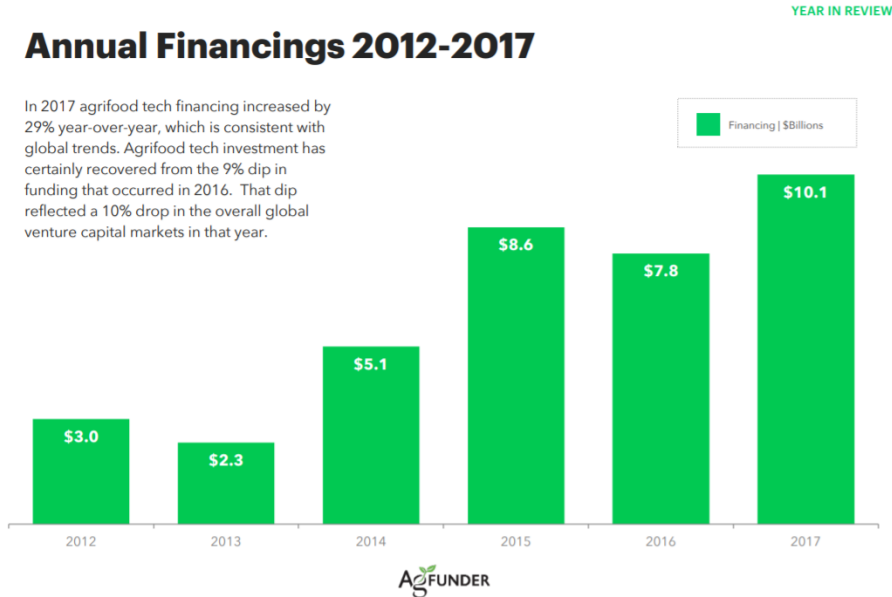
Reality soon...
By 2050 around 80%
of global food
demand will be
generated by cities.



By 2050 the global population will require an estimated 100% more food and 70% of this will need to come from efficiency gains.

Annual Financings 2012-2017

In 2017 agrifood tech financing increased by 29% year-over-year, which is consistent with global trends. Agrifood tech investment has certainly recovered from the 9% dip in funding that occurred in 2016. That dip reflected a 10% drop in the overall global venture capital markets in that year.

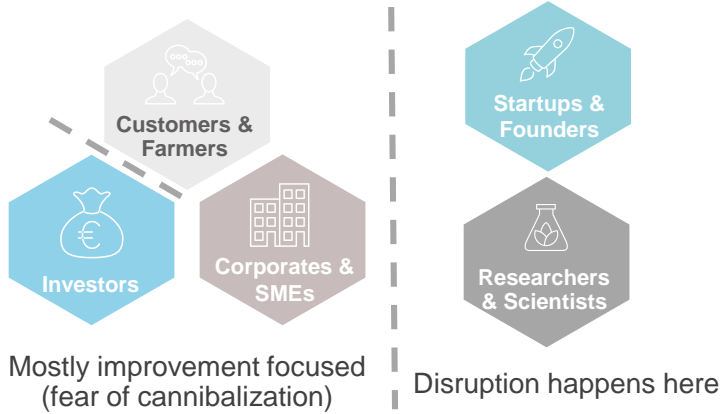


Agrifood investments are on the rise with 29% increase in 2017 yoy.

Largest part flowing around Europe currently.

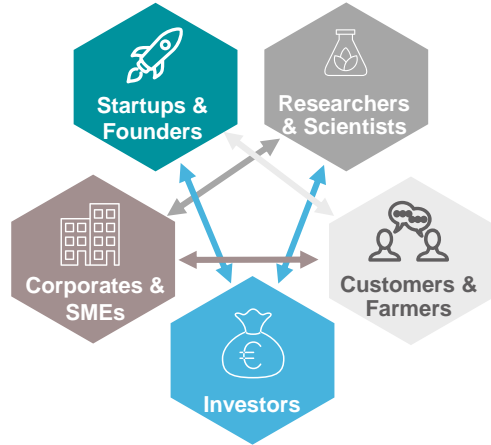
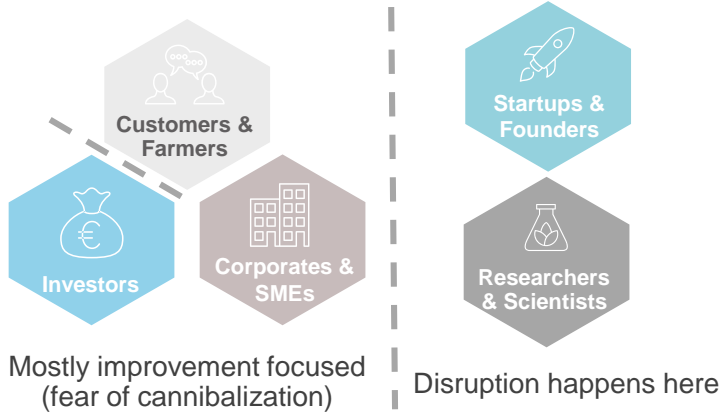
Most active eco-systems:

- Israel (Tel Aviv)
- USA (St. Louis)
- Australia (Melbourne)
- USA (Scramanto growing strongly)



TODAY: Stakeholders are disconnected

According to industry there is a clear need to bring together a highly fragmented stakeholder community and the building of dedicated agrifood eco-systems.



TODAY: Stakeholders are disconnected

REQUIRED: Building networks and subsequent eco-systems to foster innovation in the most complex of supply chains.



So what?

"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."

Thank you!

Get in touch:

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