

## Invitation to the Workshop

# Challenges of Digitalization in the AgroFood Sector

Tuesday, 16<sup>th</sup> May 2017 | 12.00 – 19.00  
ETH Zurich, Hönggerberg, Siemens Auditorium (HIT E51)



## Invitation

With the same speed that digitalization disrupts the food value chain, new initiatives and platforms are being created to tackle its challenges and opportunities. Who are the current actors working on digitalization in the AgroFood sector in Switzerland? What is their vision in the short/medium term? What are the priority topics for Switzerland and how can we work together for greater impact and efficiency?

ETH Studio AgroFood and the Innovation Group/Swiss Food Research would like to invite you to the workshop „Challenges of Digitalization in the AgroFood sector”, which will take place on May 16th at the ETH Zurich.

The workshop will provide an overview, facilitate interactions and will help clarifying possibilities for future joint activities around the topic of digitalization in the AgroFood system. We'd like to hear about your vision, to find common interests and to identify links to drive digitalization forward in Switzerland in a cooperative manner.

The event is also the official Kick Off event of the innovation group “Digitalization in AgroFood” formed to allow for a joined and aligned approach on the topic under the umbrella of Swiss Food Research. The innovation group is supported by a steering board where different research institutes are represented and brings together all active stakeholders in the area of digitalization in the AgroFood value chain.

Sincerely,

Prof. Dr. Achim Walter, Director ETH Studio AgroFood  
Dr. Eduardo Pérez, Project Manager ETH Studio AgroFood  
Dr. Peter Braun, CEO, Swiss Food Research

# Program

**12.00-12.55**    **Standing lunch**

**13.00-13.20**    **Big picture talk**

Prof. Dr. Achim Walter, Director ETH Studio AgroFood

**13.30-14.15**    **Input talks**

Three-minute presentations from ten participants showing their vision and activities on digitalization in the AgroFood sector for the short/medium term.

**14.20-14.50**    **Prioritizing topics**

Taking advantage of digital means we'll find out in a dynamic way what the priority topics on digitalization are in the Swiss AgroFood sector.

**14.50-15.10**    **Coffee break**

**15.15-15.35**    **Short report of the topics prioritized and group distribution**

A quick look at the information obtained from the previous section will be used to define working groups.

**15.40-17.00**    **Group work**

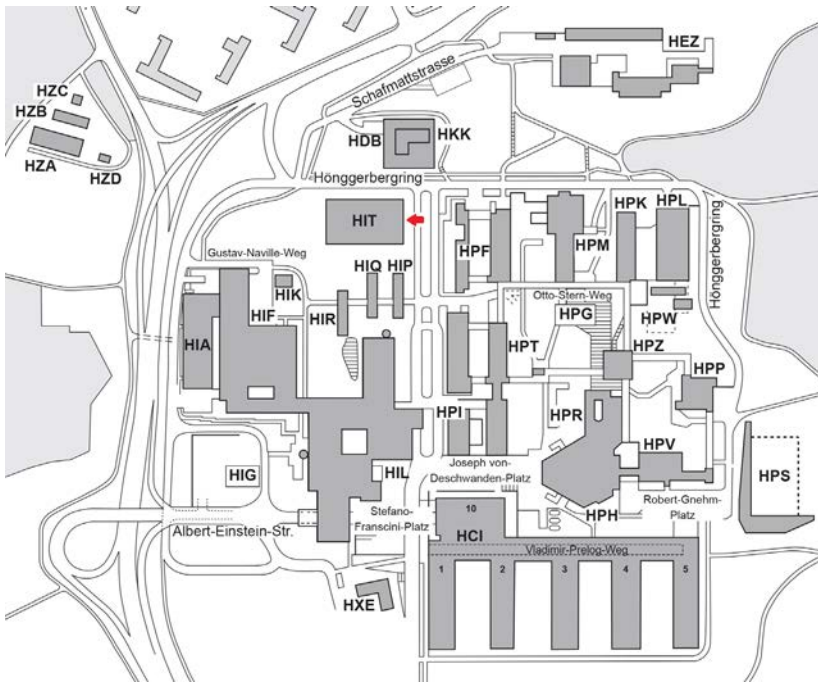
Let's find out the key needs to move forward on digitalization in the Swiss AgroFood sector and define concrete opportunities for collaboration.

**17.00-17.30**    **Final round and general conclusion**

Prof. Dr. Achim Walter (ETH Studio AgroFood) and Dr. Peter Braun (Swiss Food Research).

**17.30**            **Apéro**

**Attendance is free of charge, however we kindly request that you register before 28<sup>th</sup> April at <https://goo.gl/forms/ljyq81RD77sci3Us2>**



## Location Details

The workshop will take place in the Siemens Auditorium (HIT E51) of the ETH Zurich Hönggerberg, Wolfgang-Pauli-Strasse 27, 8000 Zurich.

### How to Reach ETH Hönggerberg from Zurich Central Station (approx. 25 minutes)

- Take the S-Bahn (Lines 2, 5, 6, 7, 8, 14, 16) to Oerlikon station. From Oerlikon Nord station take bus no. 80 (towards Triemlispital) as far as the "ETH Hönggerberg" stop
- Take Tram no. 11 (towards Auzelg) as far as "Bucheggplatz". From there, take bus no. 69 (towards ETH Hönggerberg) as far as the terminus "ETH Hönggerberg"
- Take Tram no. 14 (towards Seebach) as far as "Milchbuck". From there, take bus no. 69 (towards ETH Hönggerberg) as far as the terminus "ETH Hönggerberg"

### Contact

Dr. Eduardo Pérez

Project Manager ETH Studio AgroFood

[eduardo.perez@usys.ethz.ch](mailto:eduardo.perez@usys.ethz.ch)