



EXPO AGRITECH
LA FERIA DEL CAMPO 4.0

laSalle
RAMON LLULL UNIVERSITY

Technova
Barcelona

INNOVAR LA NUEVA FORMA DE CULTIVAR

28-30 OCTUBRE 2025

MÁLAGA FYCMA

www.expoagritech.com



Summary

- What is Agritech Startup Forum?
- Who can participate?
- How to participate?
- Evaluation Criteria
- Deadlines
- Data protection | Industrial and intellectual property rights



What is Agritech Startup Forum?

**Only disruptive solutions are in the Forum.
Could it be yours?**

The agricultural technology industry is in a process of constant transformation to achieve a sustainable production and consumption model throughout the supply chain, responding to the challenges demanded by the market. Knowing the most innovative solutions, technologies, and trends that are revolutionizing the sector is key to increasing your competitiveness and positioning your company as a reference within the sector. For this reason, Expo AgroTech will host the AgriTech Start-up Forum, a space that brings together business leaders in the sector, potential partners, investors, and entrepreneurs so that they can share innovative solutions, establish synergies, and develop the most disruptive projects applied to AgriTech.

The Forum is open to disruptive projects that impact the agricultural industry based on technologies such as Biotechnology, IoT, Artificial Intelligence, Automation & Robotics, etc.

If you have innovative solutions, you can present your project in front of investors, venture capital, and leading companies in the sector.

What is Agritech Startup Forum?

The Agritech Startup Forum is an opportunity to:



- Introduce your company, products, or services to a specialized audience in Elevator Pitch format.



- Opportunity to access to the La Salle Technova Ecosystem (according to requirements).



- Connect with the Global Innovation System of the agricultural sector and find partners to develop your project.



- Be a direct candidate to participate in the **AgriTech Innovation Awards 2025**.



- Special Offer to become an Exhibitor in the AgriTech Pavilion and connect with over 8,000 professionals.



- Opportunity to win a stand valued at €3,000 in the Expo AgriTech 2026.

ALL THE INNOVATION FOR EACH SEGMENT OF THE AGRICULTURAL SECTOR

MACHINERY

- Tractors
- Harvesting Machinery
- Cultivation Machinery
- Cultivating Machinery

EQUIPMENT

- Seeding, Planting and Fertilization Equipment
- Crop Protection Equipment
- Soil Working Equipment
- Pruning and Protection Equipment
- Components and Accessories

IRRIGATION AND WATER MANAGEMENT

- Irrigation Systems and Equipment
- Water Treatments
- Smart irrigation Models
- Sprayers

POST-HARVEST

- Stationary Harvesting and Conditioning Equipment
- Selection and Treatment
- Transportation
- Processing Systems
- Packaging

SUSTAINABILITY

- Precisión Agriculture
- Regenerative Agriculture
- Agrosystems
- Environmental Control Systems
- Substrates
- Vertical Farming



GREENHOUSE TECHNOLOGY

- Structures
- Plastics
- Climate Control Systems

FERTILIZATION

- Phytosanitary
- Fertigation
- Fertilizers

AGROENERGY

- Photovoltaic
- Wind
- Biomass
- Energy Production Machinery

BIOTECHNOLOGY

- Plant Nutrition
- Biological Control
- Seeds and Seeding
- Garden Centre

SERVICES

- Food Safety
- Technological Centers
- Consultancy and R&D
- Banking
- Insurance
- Certification Bodies
- Public Administrations

4.0 TECHNOLOGY

- Artificial Intelligence and Data
- Sensing and IoT Systems
- Remote Sensing
- Drones, Automation and Robotics
- Infrastructure and Connectivity
- Process Digitalization
- Agriculture 4.0

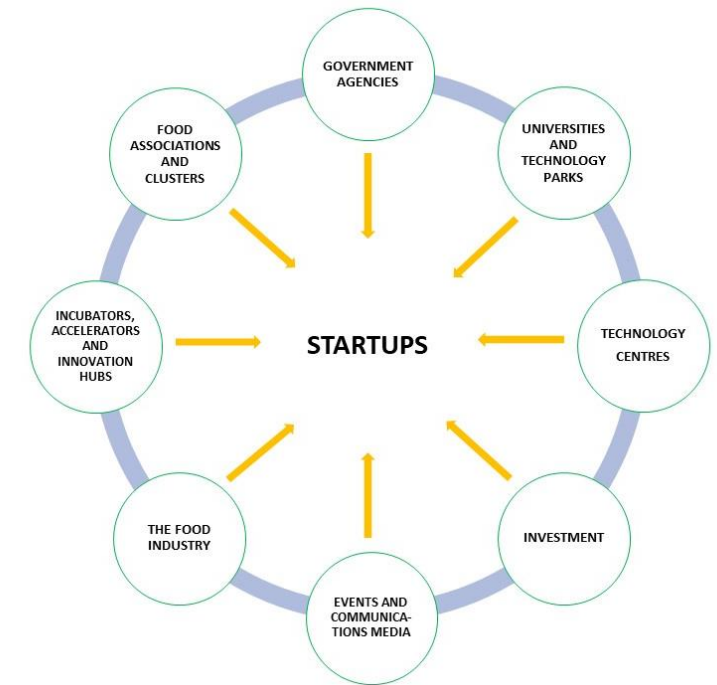
How to participate?

All the projects must be presented **through [this form](#)**

Once sent, the organizers will verify if the proposal has been sent correctly and the project has been accepted. A Committee of Experts will evaluate the projects presented and will select those that meet the established requirements.

Only the **selected projects will be able to participate in the Agritech Startup Forum** within the framework of Expo AgriTech 2025

[Submit here](#)



Evaluation Criteria

The Committee of Experts will evaluate the applications based on the following **criteria**:

- The ability to solve the challenges of the countryside sector
- Leadership and team management skills
- Technologies with a high degree of disruption.
- Potential sustainable growth of the project and strategy.
- Potential impact on the agriculture sector, and on the economy and society in general.
- High innovative component of the project (understood the term innovative in the broad sense, product, process, business, etc.).



Deadlines

- The deadline for the project registration is September 22nd, 2025 (23:59 CET) .
- Selected projects will be notified by email from October 4th , 2025.

Showtime:

Expo AgriTech 2025 and **Agritech Startup Forum** will be held from October 28th to October 30th at FYCMA, in Málaga, Spain

[Submit here](#)



Data protection | Industrial and intellectual property rights

To participate in this Call for Innovation it is necessary that you read and accept the terms of participation.

If this proposal is selected to participate in the Agritech Startup Forum, you authorize the Organization to publish the public data considered.

In compliance with the provisions of the European General Data Protection Regulation 679/2016 of April 27 (GDPR), you are informed that Next Business Exhibitions S.L. (NEBEXT) is responsible for the processing of personal data that you voluntarily provide to manage your participation as a speaker at the event. By providing your personal data, it means that you accept our Privacy Policy and expressly authorize its use in the communication materials for the congress, such as the website, emails, press, as well as the video and photographs of the event. The photos and videos of the sessions can be communicated to third parties to be published and / or used in the media for the dissemination of the event. You are also informed that your personal data may be sent, with a duty of confidentiality, to the associated companies of Nebext. You can exercise your rights of access, correction, cancellation and objection regarding this data by sending an email to Nebext at: data@nebext.com or by post to Calle Poeta Joan Maragall, 23, planta 1 - 28020 Madrid.

Privacy Policy: <https://www.expoagritech.com/en/privacy-policy/>

Contact Details and Additional Information

- For any questions or additional information, please contact La Salle Technova Barcelona Team at projects@technovabarcelona.org
- If you are also interested in exhibiting or partnership options to maximize your company's profile at Expo AgriTech 2024 please contact us at:
- Phone: +34 919 551 551
- info@expoagritech.com



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NETWORK - KNOWLEDGE - BUSINESS OPPORTUNITIES

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