



Expo AgriTech 2025 calls on technology startups driving the transformation of the agricultural sector

From October 28 to 30 in Malaga, the event will host the AgriTech Startup Forum, the competition where the most innovative emerging companies in the field are presented in front of investors and potential partners

Startups looking to share their value proposition can apply until September 22

Madrid, July 10, 2025. – Exponential technologies, currently led by artificial intelligence, have reached all economic activities, agriculture being no exception. In this sense, in the digital acceleration of rural production, entrepreneurial talent is playing an outstanding role for its commitment to disruption and for delving into the possibilities offered by technological tools to improve the competitiveness of farms.

Along these lines, the European agritech industry is rapidly evolving, driven by digital innovation, climate concerns, and the urgent need for sustainable food production. In 2024 alone, agritech startups in Europe attracted over €1.5 billion in investment, reflecting strong market confidence. For investors in 2025, this sector presents a wealth of opportunities, ranging from precision farming and carbon sequestration to vertical farming and insect-based protein production.

For all this and to maximize the reach of entrepreneurs dedicated to the agrifood sphere, [Expo AgriTech 2025](#), the largest agricultural event in Europe on innovation, which will take place from **28 to 30 October in Malaga, Spain**, will host the **AgriTech Startup Forum**. This is the competition that brings together the most disruptive emerging technology firms that offer solutions to improve profitability, sustainability and efficiency of the farmland, with the goal of giving them visibility to investors and potential partners.

From all the applications received, a committee of experts will select the 60 most relevant proposals to be presented at the AgriTech Startup Forum. The winner and finalists will have access to various prizes aimed at facilitating the scalability of their business models and their real implementation in the industry. The period for submitting projects is now open and companies interested in participating can [register](#) until **September 22**.

Thus, Expo AgriTech 2025, which has the support of the **Ministry of Agriculture, Fisheries, Water and Rural Development of the Junta de Andalucía and European Funds**, will be consolidated as a meeting point for the entrepreneurial ecosystem focused on the digital transformation of the agricultural sector.

Sergio Fabregat, director of Expo Agritech 2025, stresses that *"the real engine of the new era of the field is not only in technology, but in the ability of small companies and startups to imagine new ways of cultivating, producing and connecting with the environment. Thus, the AgriTech Startup Forum will be the showcase for these initiatives that, through innovation, are changing the rules of the game and providing real answers to the challenges of today's agriculture"*.

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Malaga, epicenter of agritech

More than 8,000 farmers and professionals will gather in Malaga to attend Expo AgriTech 2025. Under the slogan 'Innovate, the new way to cultivate' and the hand of **more than 200 exhibiting firms and more than 400 international speakers**, who are industry leaders, will show the machinery, advanced tools and success stories that are helping the sector to better understand the new market demands and move forward to be more competitive.

Expo AgriTech (October 28th-30th, 2024, FYCMA – Malaga, Spain): is an event organized by NEBEXT, a company specialized in professional events focused on innovation and technology transfer such as DES - Digital Enterprise Show, Food 4 Future - Expo Foodtech, HIP - Horeca Professional Expo or Auténtica. Feria del Campo 4.0 is an annual Expo and Congress for the main players in the value chain of the agricultural industry, who are looking for the latest technological solutions, products and services to digitize their farms in order to make them more competitive, efficient and sustainable. The event is supported by the Consejería de Agricultura, Pesca, Agua y Desarrollo Rural de la Junta de Andalucía and European Funds, among others.

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