



CEMA ECONOMIC FORUM

VIRTUAL #CEMASummit 2021

14th of April

Impact and Adaptation of EU agriculture in times of Covid-19

From 13:10 – 14.00h

By 2030 agricultural landscapes, crops and grasslands might look significantly different as we know them today across Europe. Climate change and environmental targets are accelerating the way agriculture will evolve to embrace more sustainable farming systems.

Today, challenges in agriculture are immense. To what Covid 19 pandemic has undoubtedly added extra pressure. The CEMA Economic Forum will be the occasion to address issues such as: the resilience of the agri-food sector before and after the pandemic, the role of farm technologies in the quest of sustainability or what a major shift in the cropping system will trigger for EU farmers businesses in the years to come.

To discuss the way forward, industry experts, policymakers, market analysts and farmers will share views on:

- How will new farming systems, a shift in crops and practices remain profitable for EU agriculture?
- Are farm technologies and agricultural robots the gamechangers for the farming of the future?
- Before and after Covid19: has the EU agri-food sector come out stronger of the crisis?
- Ag Machinery Industry & Agriculture Recovery plans: what will other regions in the world do to reverse the Covid19 downward trend?

Moderator: Jennifer Baker



AGENDA & ROLL-OUT

- How will new farming systems, shift of crops and practices remain profitable for EU agriculture?
- Ag Machinery Industry & Agriculture Recovery plans at global level: what will other regions do to reverse the Covid19 downward trend?
- Are farm technologies and agricultural robots the gamechangers for the farming of the future?
- Before and after Covid19: has the EU agri-food sector come out stronger of the crisis?
 - Tassos Haniotis, Director of Strategy, Simplification and Policy Analysis, DG Agri - European Commission
 - Patrick Kück - Senior Vice President, Strategy & Corporate Development – CLAAS KGaA mbH
 - Ignacio Ruiz, Chairman CEMA Economic Experts Group
 - Harry Smit, Senior Analyst Farm Inputs and Farming - Rabobank
 - René Koerhuis, Journalist - Future Farming Magazine
 - Willem Voncken, CEJA – EU Young Farmers representative

About CEMA

CEMA aisbl www.cema-agri.org is the association representing the European agricultural machinery industry. With 10 national member associations, the CEMA network represents both large multinational companies and numerous European SMEs active in this sector. The industry comprises about 7,000 manufacturers, producing more than 450 different types of machines with an annual turnover of about €40 billion (EU28 - 2016) and 150,000 direct employees.

CEMA companies produce a large range of machines that cover any activity in the field from seeding to harvesting, as well as equipment for livestock management.

CEMA Secretariat

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