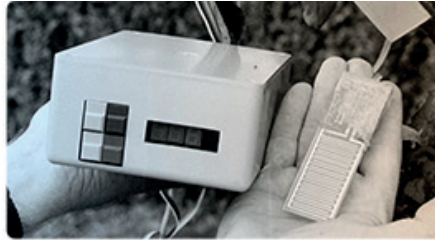




*Celebrating 35 Years*



# Programme

**THURSDAY, 13. June 2019**

9:00 - 10:00	<b>Registration and welcome drinks</b>
10:00 - 12:10	<b>Soil analysis, new concept of IoT, Pessl Instruments novelties</b>
10:00 - 10:10	<b>Gottfried Pessl, CEO and Founder:</b> <i>Welcoming speech and introduction</i>
10:10 - 10:30	<b>Dr. Heiner Denzer, CIO:</b> <i>Remote Sensing in Agriculture - Does the satellite's beam touch our wings</i>
10:30 - 10:50	<b>Dr. Marcela Doubkova, Map &amp; Satellite products, GIS/Software Product manager:</b> <i>Examples in the use of Sentinel 2 data</i>
10:50 - 11:10	<b>Dr. Jost Potrpin, iMETOS MobiLab Product manager:</b> <i>iMETOS MobiLab and Nitrogen</i>
11:10 - 11:30	<b>Günther da Luz-Kriechhammer, iMETOS MobiLab Team lead:</b> <i>The iMETOS Mobilab Product, experiences and perspectives</i>
11:30 - 11:50	<b>Mario Höfler, FieldClimate &amp; Apps Product manager:</b> <i>The Field Concept: A new aspect on data value</i>
11:50 - 12:10	<b>Dr. Michael Parth, CTO:</b> <i>The new Mobile Apps</i> / <b>Uros Males, iMETOS LPWAN solutions &amp; Trackers Product manager:</b> <i>Chances and challenges using LoRa</i>
12:10 - 13:30	<b>Lunch</b>

<b>13:30 - 14:50</b>	<b>Use cases, user experiences</b>
13:30 - 13:50	<b>Dr. Karl Gutbrod, Meteoblue</b> - <i>Changes: Climate, Politics, Technology and us</i>
13:50 - 14:10	<b>Dr. Reinmar Carlesso, Irrigasystems</b> - <i>IRRIGA Global: Innovations in Irrigation management</i>
14:10 - 14:30	<b>Bernhard Kiep, Bermad</b> - <i>Tradition x Innovation + respecting the 4 elements = making money, is it possible?</i>
14:30 - 14:50	<b>Chris Ramos, Lawrence Tractor Company</b> - <i>Pessl Instruments and Lawrence Tractor Company – a story of a successful partnership</i>
<b>14:50 - 15:10</b>	<b>Coffee break</b>
<b>15:10 - 17:00</b>	<b>Use cases, user experiences</b>
15:10 - 15:30	<b>Onno Schaap, Aquagri</b> - <i>Aquagri Irrigation Management services, Myirrigation platform</i>
15:30 - 15:50	<b>Grega Milcinski, Sinergise</b> - <i>The future of satellite data in agriculture, in perspective of modern cloud computing</i>
15:50 - 16:10	<b>Elie Aad, Nokia</b> - <i>The role of global telecom infrastructure provider for enhancement of IoT in farms</i>
16:10 - 16:30	<b>Ariadna Tost Sentis, Topcon</b> - <i>Partnership model for the integration of agriculture machinery companies to make intelligent machines with IoTs</i>
16:30 - 16:50	<b>Dr. Henk Groth, KWS</b> - <i>Field monitoring and breeding technologies with IoT</i>
<b>17:00 - 19:00</b>	<b>Raspberry field visit</b>
<b>19:00 - 21:00</b>	<b>Dinner and gathering</b>

## FRIDAY, 14. June 2019

8:30 - 9:45	<b>Registration and welcome drinks</b>
9:15 - 9:45	<b>Press conference</b>
9:45 - 9:50	Event opening
9:50 - 10:05	Introducing guests of honour: <b>Erwin Eggenreich (Mayor of Weiz), Dr. Karl Heinz Dernoscheg (General Director of Chamber of Commerce Styria)</b>
10:05 - 12:05	<b>First set of speakers &amp; Discussion panel</b>
10:05 - 10:15	<b>Gottfried Pessl, CEO and Founder:</b> <i>35 years - History of Pessl Instruments and what changes to expect in the future</i>
10:15 - 10:25	<b>Dr. Heiner Denzer, CIO</b> - <i>Triggers and Drivers of our past and future development</i>
10:25 - 10:40	<b>Dr. Ilaria Pertot, University of Trento/Fondazione Edmund Mach</b> - <i>Plant protection 2032: the researchers view</i>
10:40 - 10:55	<b>Georg Larscheid, John Deere</b> - <i>The John Deere Operation center and its role in future farm operations</i>
10:55 - 11:10	<b>Thomas Muhr, geo-konzept</b> - <i>Precision farming and ROI in precision farming; risks and challenges</i>
11:10 - 11:25	<b>Bernhard Kiep, Bermad</b> - <i>The challenge to produce 3 crops per year in sandy Tropical soils - is it sustainable?</i>
	<b>Discussion panel: "Future sensing automation in agriculture"</b>
	<b>Gottfried Pessl</b> , CEO and Founder
	<b>Dr. Heiner Denzer</b> , CIO
11:25 - 11:55	<b>Dr. Ilaria Pertot</b> , University of Trento/Fondazione Edmund Mach
	<b>Georg Larscheid</b> , John Deere
	<b>Thomas Muhr</b> , Geo Konzept
	<b>Bernhard Kiep</b> , Bermad
11:55 - 12:15	<b>Coffee break</b>
12:15 - 13:45	<b>Second set of speakers &amp; Discussion panel</b>
12:15 - 12:30	<b>Dr. Andreas Zumdick, SGS</b> - <i>Managing the challenges in residuals and food security</i>

12:30 - 12:45	<b>Georgiana Francescotti, ADAMA</b> - <i>Why is AgTech so important to our industry? What is at stake?</i>
12:45 - 13:00	<b>Mirosław Maziarka, Agro Smart Lab</b> - <i>Food security, input reduction and risk minimization with the help of IoT</i>
13:00 - 13:15	<b>Dr. Srdjan Krco, DunavNET, CHAT project</b> - <i>Livestock application and animal welfare</i>
	<b>Discussion panel: "What changes can we expect using IoT's and AI for farmers, the supply industry and the consumers until 2029?"</b>
13:15 - 13:45	<b>Dr. Andreas Zumdick, SGS</b> <b>Georgiana Francescotti, ADAMA</b> <b>Mirosław Maziarka, Agro Smart Lab</b> <b>Dr. Srdjan Krco, DunavNET, CHAT project</b> <b>Dr. Ilaria Pertot, University of Trento/Fondazione Edmund Mach</b>
<b>14:00 - 17:00</b>	<b>Exhibition of Pessl Instruments products over the years, Afternoon discussion panels &amp; pleasant gathering accompanied by food and music</b>
<b>15:00 - 16:40</b>	<b>Discussion panels &amp; Workshops</b>
15:00 - 15:20	<b>Soil analysis</b> (Günther da Luz-Kriechhammer, iMETOS MobiLab Team lead)
15:20 - 15:40	<b>Disease models &amp; Plant protection</b> (Dr. Christina Pilz, Camera products & Disease models Product manager)
15:40 - 16:00	<b>LoRa, IoT</b> (Uros Males, iMETOS LPWAN solutions & Trackers Product manager)
16:00 - 16:20	<b>Work planning</b> (Davide Tabarelli, Weather forecast & Hardware Product manager)
16:20 - 16:40	<b>Satellite-based services within FieldClimate - Tell us your view</b> (Dr. Marcela Dubkova, Map & satellite products, GIS/Software Product manager)

Programme subject to change.



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