

## The Future of Information Exchange and ICT in Agri-Food Business

the role of standardization organizations and business platforms

Wednesday, 5 October 2011,

room Pluto, ORBIS Conference Centre, Bruckmannring 32, 85764 Oberschleißheim, München, Germany

### Objectives

- exchange of knowledge and experience on information exchange and standardization
- look for possible future cooperation between various standardization organizations and business platforms and the role of the currently established agriXchange Platform and Living Lab

### Program

Time	Title	Speaker
12.30-13.00	<i>Welcome and registration</i>	
<b>Session 1 Introduction and background overview</b>		
13.00-13.10	<b>Background and objective of the workshop</b>	Sjaak Wolfert
13.10-13.30	<b>View from the European Commission</b>	Hans-Jörg Lutzeyer
13.30-14.00	<b>Overview of relevant (project) activities in Europe</b> What is the contribution to information exchange by projects such as agriXchange, SmartAgriFood, Cuteloop, Precision Agriculture etc.	Intro by Sjaak Wolfert and interactive contribution by participants
<b>Session 2 Standardization organizations and business platforms: current role and vision for the future</b>		
14.00-14.30	AgGateway	Rod Conner
14.30-14.45	AEF (ISOBUS)	Jens Möller
14.45-15.00	AgroXML	Martin Kunisch
15.00-15.30	AgroConnect, Digital Horticulture, Frugicom, Florecom, EDIbulb	Henk Zwinkels, Leo van der Zon
15.30-16.00	<i>Coffee break</i>	
16.00-16.15	GlobalGAP	Bernd Hallier
16.15-16.30	UN/CEFACT TBG18	Frans van Diepen
16.30-16.45	GS1	Roman Strand
16.45-17.00	INSPIRE	Karel Charvat
<b>Session 3 Scenarios for future developments and possibilities for cooperation</b>		
17.00-17.10	Possible role of the agriXchange platform ( <a href="http://www.agriXchange.eu">www.agriXchange.eu</a> )	Daniel Martini
17.10-18.00	Brainstorm and discussion followed by main conclusions	Chaired by Sjaak Wolfert

### Dinner

At 19.00 dinner will be served at Orbis.

## Participants

Nr	First name	Insertion	Surname	Organisation	Project	country
1	Markus		Breilmann	AgGateway		Germany
2	Christopher		Brewster	Aston University	SmartAgriFood	United Kingdom
3	Karel		Charvat	WirelessInfo	agriXchange/INSPIRE	Czech Republic
4	Rod		Conner	AgGateway		USA
5	Frans	van	Diepen	UN/Cefact		Netherlands
6	Markus		Dillinger	Huawei	SmartAgriFood	Germany
7	Chip		Donahue	John Deere		USA
8	Robert		Eigenmann	Huawei		Germany
9	István		Gábor	Campden BRI	SmartAgriFood	Hungary
10	Caner		Gurbuz	Atos Research		Spain
11	Bernd		Hallier	EHI Retail Institute	GlobalGAP	Germany
12	Nicole		Huether	John Deere		Germany
13	Sabine		Kläser	GS1		Germany
14	Philip		Kubesh	AgGateway		USA
15	Martin		Kunisch	KTBL	AgroXML	Germany
16	Hans-Jörg		Lutzeyer	EC-DG Research		Belgium
17	Daniel		Martini	KTBL	agriXchange	Germany
18	Jens		Möller	Claas	AEF/ISOBUS	Germany
19	Liisa		Pesonen	MTT	agriXchange	Finland
20	David		Quesada Pimentel	Atos Origin	SmartAgriFood	Spain
21	Robbert		Robbmond	Wageningen UR	SmartAgriFood	Netherlands
22	Angela		Schillings-Schmitz	GS1		Germany
23	Claudia		Schrank	John Deere		Germany
24	Roman		Strand	GS1		Germany
25	Harald		Sundmaeker	ATB	SmartAgriFood	Germany
26	Frederick		Teye	MTT	agriXchange	Finland
27	Cor		Verdouw	Wageningen UR	agriXchange/SmartAgriFood	Netherlands
28	Sjaak		Wolfert	Wageningen UR	agriXchange/SmartAgriFood	Netherlands
29	Leo	van der	Zon	Helios Management	Florecom/Tuinbouw Digitaal	Netherlands
30	Henk		Zwinkels	Agriect	EDIbulb/Tuinbouw Digitaal	Netherlands