

Field of the Future



A Business at OECD Campaign

Digital Farming Roundtable

27 November 2023 · 09:30 - 16:00 CET
OECD Conference Centre, Paris, France



BUSINESSat**OECD**



Business at OECD (BIAC) speaks for business at the OECD. Established in 1962, we stand for policies that enable businesses of all sizes to contribute to growth, economic development, and prosperity. Through *Business at OECD*, national business and employers federations and their members provide expertise to the OECD and governments for competitive economies, better business, and better lives.



Field of the Future

A Business at OECD Campaign

Digital Farming Roundtable

27 November 2023 · 09:30 - 16:00 CET
OECD Conference Centre, Paris, France

09:30 - 10:00	Welcome & registration
10:00 - 10:15	Opening remarks
10:15 - 11:15	Panel 1 – The digital transformation of agriculture: how can technology leverage opportunities for a more productive agriculture while contributing to the achievement of SDGs?
11:15 - 12:15	Panel 2 – Digitalizing regulatory processes for enhanced agricultural input optimization: government-industry collaborative strategies
12:15 - 13:30	Networking lunch
13:30 - 13:40	Keynote speech
13:40 - 14:40	Panel 3 – Government-driven policies for inclusive digital agriculture: fostering coherence and investment
14:40 - 14:55	Coffee break
14:55 - 15:55	Panel 4 – Industry standardization and ecosystems or regulations that promote data sharing and interoperability of data
15:55	Concluding remarks

Event Moderators



Natasha Santos

VP, Head of Global Stakeholders Affairs & Strategic Partnerships, Bayer Crop Science

Natasha Santos is an accomplished senior public affairs executive with over 18 years' experience in the agriculture, food and life science industries. During this time, she has built extensive experience and a reputation as a leader in advocacy campaigns, strategic policy foresight, and global partnerships. Throughout her executive career, Mrs. Santos has successfully founded and grown engagement programs with external partners, across multiple industries and sectors.

Today, as Bayer's Head of Global Stakeholder Affairs and Strategic Partnerships, Mrs. Santos applies her partnership approach to agricultural transformation: meeting ever-higher standards in the sustainability, regeneration, productivity, efficiency, and a quality of our agricultural systems, and contributing to Paris Agreement climate goals. Taking an ever-greater scope and ambition, Natasha and her team design partnerships with multinational companies, governments, NGOs and research, all based around the needs of the world's farmers and the communities and ecosystems they support.

Natasha Santos holds a Bachelor's degree in International Relations from UniFMU/Brazil, a post-graduate degree in International Negotiations from UNESP/Brazil, and a Master's in Public Policy and Management from Paulista School of Law (EPD)/Brazil. She is vice chair of the *Business at OECD* Food and Agriculture Committee, and advisory board member of the United Nations Institute for Training and Research (UNITAR) and the Chicago Council Center on Global Food and Agriculture.



Rokas Morkūnas

Policy Manager and Strategic Member Engagement, *Business at OECD* (BIAC)

Rokas Morkūnas oversees relations with our global business network and stakeholders, manages external campaigns and co-directs our corporate engagement program, which brings together multinational corporations from a wide range of sectors in support of our mission. He also leads our policy initiatives on food and agriculture, health and well-being, as well as SME and entrepreneurship.

Prior to joining *Business at OECD*, Rokas gained professional experience working with the United Nations in New York and in public policy consultancy in Vilnius. Rokas holds a Master's Degree in International Security, focusing on Diplomacy and a Bachelor's Degree in Political Science from Sciences Po Paris. He is a Lithuanian national, fully fluent in English with good knowledge of French.

Opening Remarks

Hanni Rosenbaum is the Executive Director of *Business at OECD* (BIAC). In this role, she leads our business diplomacy efforts with the OECD and its members, guides the strategy and policy engagement of our Paris-based office, and ensures we adequately reflect the views of our national member organizations in our communications with the OECD and stakeholders. She works together with our Executive Board to drive our mission forward and oversees our budget.

She previously worked at the Nürburgring/Circuits International in Germany, the European Parliament in Brussels, and Brussels-based global recycling industry association, BIR. She holds advanced degrees in French and English, in applied economic sciences from the Hautes Etudes Commerciales in Brussels and in international relations from the Centre for Diplomatic and Strategic Studies in Paris. She joined *Business at OECD* in 1997 and held positions of increasing responsibility. She is fully fluent in English, French and German, and speaks Russian. She also has a black belt in karate and is involved in community projects teaching French for foreigners.

Ms. Julia Nielson is the Deputy Director of the OECD Trade and Agriculture Directorate (TAD). Ms. Nielson helps oversee work to develop and communicate evidence-based advice to governments with the aim of helping them improve the domestic and international performance of their policies in the areas of trade, food, agriculture and fisheries.

Ms. Nielson has over 20 years' experience in multilateral trade and development, strategy and management. She was previously Head of the Emerging Policy Issues Division in TAD, with responsibility for issues including digital trade, and the level playing field. Prior to that, she worked for the World Bank Group (WBG), including in the office of the then-President of the WBG, Bob Zoellick.

Ms. Nielson began her international career in the Australian Department of Foreign Affairs and Trade, following which she joined the OECD Trade Directorate, working on trade in services. Ms Nielson left the OECD in 2005 to join the Trade Department of the WBG. Ms Nielson holds a Bachelor of Arts Hons (1st class) and a Masters in Foreign Affairs and Trade from the Australian National University.



Hanni Rosenbaum

Executive Director,
Business at OECD (BIAC)



Julia Nielson

Deputy Director, OECD Trade
and Agriculture Directorate
(TAD)

Keynote Speaker



H.E. Prof. Muhammadou M. O. Kah

Ambassador & Permanent Representative of The Gambia to the UN Office at Geneva, World Trade Organisation (WTO), and other offices in Geneva

Amb. Prof. Muhammadou M. O. Kah is Ambassador Extraordinary and Plenipotentiary of The Republic of The Gambia to Switzerland and Permanent Representative of the to the United Nations Offices at Geneva, WTO, and Other International Organizations in Switzerland. Amb. Prof. Kah has held academic, leadership, and board positions in the United States, Africa, the Middle East, and Eastern Europe. He served as the Vice Chancellor of The University of The Gambia (the 3rd and 1st Gambian). He is the current Vice President (Africa) for the United Nations Human Right Council, Vice Chairman (Africa) of the General Assembly of World Intellectual Property Organization (WIPO) and the Vice Chairman (Africa) for UNCTAD' s Commission on Science and Technology Development and on the Advisory Board for Trade and Development. Recently, he has been appointed to serve as a board member of The International Digital Health and AI Research Collaborative (I-DAIR), African Agricultural Technology Foundation (AATF), and Sustainability Rounds. Amb. Prof. Kah was recently appointed to serve as Chair of the World Intellectual Property (IP) and Frontier Technologies. Amb. Prof. Kah completed his BSc, his MSc, and his Ph.D. at the Stevens Institute of Technology, Hoboken, United States. He was awarded a Doctor of Science (Honoris Causa) by the University of The Gambia. He also has a Master of Science in Finance (Financial Engineering) from George Washington University and a postgraduate Diploma in Strategy and Innovation from the University of Oxford. Amb. Kah is a Professor of Information Technology and Computing.

Panel 1

The digital transformation of agriculture: How can technology leverage opportunities for a more productive agriculture while contributing to the achievement of SDGs?

This panel will focus on showcasing the benefits and promises of digital tools to enable smarter farming practices and more sustainable agriculture.

1. How is the digital transformation changing agricultural production and food value chains?
2. What role do digital tools play in solving the equation of healing the soil, balancing the climate, and feeding people all at the same time?

Panel 1

The digital transformation of agriculture



Julia Nielson

Deputy Director, OECD Trade and Agriculture Directorate (TAD)

Ms. Julia Nielson is the Deputy Director of the OECD Trade and Agriculture Directorate (TAD). Ms. Nielson helps oversee work to develop and communicate evidence-based advice to governments with the aim of helping them improve the domestic and international performance of their policies in the areas of trade, food, agriculture and fisheries.

Ms. Nielson has over 20 years' experience in multilateral trade and development, strategy and management. She was previously Head of the Emerging Policy Issues Division in TAD, with responsibility for issues including digital trade, and the level playing field. Prior to that, she worked for the World Bank Group (WBG), including in the office of the then-President of the WBG, Bob Zoellick.

Ms. Nielson began her international career in the Australian Department of Foreign Affairs and Trade, following which she joined the OECD Trade Directorate, working on trade in services. Ms Nielson left the OECD in 2005 to join the Trade Department of the WBG. Ms Nielson holds a Bachelor of Arts Hons (1st class) and a Masters in Foreign Affairs and Trade from the Australian National University.



Kip Tom

Chairman, Tom Farms, former United States Ambassador to the United Nations Agencies for Food and Agriculture

Kip Tom is the former United States Ambassador to the United Nations Agriculture and Food Agencies, the World Food Program, Food and Agriculture Organization, International Development Law Organization, International Finance and Development, and the Organization for the Unification of Private Law in Rome, Italy. Prior to his service as Ambassador, he served in various roles in the family's agribusinesses continuing the families legacy of farming since arriving in the United States in the late 1600's. Kip's involvement has been in production operations in the US and Latin America, grain trading and processing and investing in agri-food technologies. Kip has also been involved in global agriculture development and consulting. Today he is the Chairman of the Tom Family of businesses, Managing Member of GlobalAg LLC. Kip also serves on various corporate and NFP boards and as a strategic advisor to agriculture interest globally. Kip has a focus on global ag and food policy and its impact throughout the value chain from producers efforts to consumers health and the environment.

Gabrielle Durisch joined Allianz Commercial in April 2023. In her role as the Global Head of ESG and Sustainability Solutions, Gabrielle takes a holistic approach to sustainability, addressing the complex issues that define modern sustainability standards. Her strategic focus extends beyond climate, as she supports global sustainability goals.

Gabrielle is leading Allianz Commercial's ESG and Sustainability business strategy and is working with industry experts across Allianz Commercial, as well as with customers and brokers to design and develop innovative products and services to support the transition to net zero and broader sustainability objectives – an essential element to this is identifying key partnerships.

Prior to joining Allianz, Gabrielle held various roles at Zurich Insurance in finance, claims and group underwriting – the last of which was Head of Sustainability for Commercial Insurance, where she successfully embedded sustainability competencies across the organisation. With an additional 6+ years at KPMG and Deloitte, Gabrielle brings a unique perspective to sustainability with skills in various finance and consulting functions including M&A.

Educated in the UK, Gabrielle has a BSc in Geology from the University of Edinburgh and is a qualified UK accountant (FCA, ICAEW).

Alekh Sanghera is the Co-Founder and CEO at FarMart. He co-founded FarMart in 2015 along with childhood friend, Mehtab Singh Hans, with a vision to build a scalable tech solution to serve farming communities in India. In 2022, FarMart was recognized by Deloitte and ranked #1 as the fastest-growing tech company in India.

Alekh is a passionate leader and has shared his learnings from building FarMart at multiple global platforms like MIT Sloan, Namaste Silicon Valley by General Catalyst, Annual India Conference at Harvard Business School, Digitizing Make in India by Matrix Partners India and McKinsey India, Matrix Moments among others.

Prior to founding FarMart, Alekh worked with MicroSave and he also has extensive cross-country experience having worked on a variety of projects with international donors — Gates Foundation, World Bank, UNCDF — and the Government of India apparatus.



Gabrielle Durisch

Global Head of ESG and
Sustainability Solutions,
Allianz Commercial



Alekh Sanghera

Co-Founder and CEO,
FarMart

Panel 2

Digitalizing regulatory processes for enhanced agricultural input optimization: Government-industry collaborative strategies

This panel will discuss the regulatory framework needed to enable digital solutions that can optimize inputs usage, mitigate risks, and ensure easier and better compliance with regulatory standards (i.e. regulations on drones for agriculture use, digital and machine readable labels and self-propelled agriculture machines, regulatory systems that automatically incorporate data provided from Farm Management Systems, etc).

1. How can policies be adapted to enable a regulatory environment that can leverage the digital transformation of agriculture?
2. How can regulations on inputs usage foster the adoption of technology by farmers, optimize inputs usage, mitigate risks, and ensure better compliance with regulatory standards?

Kristina Šermukšnytė-Alešiūnienė is currently CEO of AgriFood Lithuania, a non profit organization established in 2011 in Vilnius that brings together major research, business and public stakeholders in Lithuania for the common mission of transforming agriculture, food and associated sectors with AgTech innovations. AgriFood Lithuania is recognized by the European Commission as good practice digital innovation hub and cluster, and in 2021 has become an EIT Food hub in Lithuania. Kristina Šermukšnytė-Alešiūnienė has a vast experience in product development and innovation for research, development and implementation, with a focus on information technologies and services, and ICT products on a cross-sectoral basis. She has more than 12 years of experience as an international digitalization expert in national and international working groups. She is currently pursuing a Ph.D. in economics at the Institute of Economics and Rural Development of the Lithuanian Center for Social Sciences. Her scientific area of interest evaluates the effectiveness of the industries' twin transition, digitalization and the Green Deal in EU Member States. Since 2021 she is Chairwoman of the Agri-Food and Bioeconomy Committee and of the Labour, Social Policy and Human Resources Committee at the Lithuanian Confederation of Industrialists. In 2022 she was appointed as a Vice-Chair of the Food and Agriculture Committee at *Business at OECD*, won the title of European Cluster Manager of The Year, and was nominated by the EIT Food community for the EIT Women Leadership award. She acted as speaker during many national and international events on the twin transition in the EU, and is an active promoter of collaboration for the creation of ecosystems that transform the food sector.



**Kristina
Šermukšnytė-
Alešiūnienė**

CEO of AgriFood Lithuania DIH,
European Cluster Manager of
the Year 2022

Philipp-Andreas Schmidt is the Director for Global Public Policy and Public Affairs for Bayer relating to the digital transformation of agriculture and the company's digital farming business unit. He has been with Bayer for 10+ years in a number of capacities throughout Europe as well as the United States, including in Brussels with a core focus on digital policies and the EU Green Deal. Prior to joining Bayer, Philipp-Andreas was a staff member to a representative in the United States Congress. He holds a degree in Political Science from the University of Wisconsin – Eau Claire.



**Philipp-Andreas
Schmidt**

Director of Global Digital Farming
Public Affairs, Bayer AG

Panel 2

Digitalizing regulatory processes for enhanced agricultural input optimization



Bronislava Škarbová

Chair, OECD Working Party on Pesticides; Senior Counsellor, Ministry of Agriculture and Rural Development of the Slovak Republic

Bronislava Škarbová graduated from the Slovak Technical University, Faculty of Chemical Technology, Department of Bioengineering and Fermentation Chemistry in Bratislava, and received a Ph.D in analytical methods for the detection of prohibited substances in food.

She has been working in the field of plant protection products including application machinery for more than 15 years at the Ministry of Agriculture and Rural Development of the Slovak Republic – Section of Agriculture – Plant Production Department.

Her responsibility is in participation on development and implementation of EU legislation, drafting and legal procedure of the national legislation, elaboration of the strategic and conceptual documents, interministerial cooperation in relevant areas for plant protection products management (environment protection, health protection, aerial authority and transport office etc.)



Rejane Souza

SVP Global Innovation, Yara Corporate Development

Rejane Souza is a top executive at Yara International who is passionate about agriculture. Rejane holds a degree in Agronomy by education and is a farmer by heart. She has also pursued some other titles during her career and holds a master's degree in Strategic Marketing & Administration and another one in Commercial Management, besides more than 16 years of experience, in the agricultural business. She's had the chance to work in many areas such as agronomy, sales, marketing, R&D, Innovation, product mgmt., strategic partnerships and value chain projects.

Her strong belief on a more sustainable food production system transformation for the future, is what drives her actions and projects in her current position, heading up Yara's Innovation strategy and roadmap to develop new farming solutions for Yara's customers.

Panel 3

Government-driven policies for inclusive digital agriculture: Fostering coherence and investment

This panel will focus on policy coordination and public investments needed to enable the digital transformation of agriculture, in a more inclusive and equitable way (i.e. investments in broadband connectivity, incentives to tech adoption, capacity building for farmers, etc).

1. What are the key areas for public investments aiming at leveraging the uptake of technology and digitalization in agriculture in an equitable and inclusive manner?
2. How can governments ensure coherence among the policies related to agriculture and technology & innovation to drive the digital transformation of farming systems?

Panel 3

Government-driven policies for inclusive digital agriculture



H.E. Prof. Muhammadou M. O. Kah

Ambassador & Permanent Representative of The Gambia to the UN Office at Geneva, World Trade Organisation (WTO), and other offices in Geneva

Amb. Prof. Muhammadou M. O. Kah is Ambassador Extraordinary and Plenipotentiary of The Republic of The Gambia to Switzerland and Permanent Representative of the to the United Nations Offices at Geneva, WTO, and Other International Organizations in Switzerland. Amb. Prof. Kah has held academic, leadership, and board positions in the United States, Africa, the Middle East, and Eastern Europe. He served as the Vice Chancellor of The University of The Gambia (the 3rd and 1st Gambian). He is the current Vice President (Africa) for the United Nations Human Right Council, Vice Chairman (Africa) of the General Assembly of World Intellectual Property Organization (WIPO) and the Vice Chairman (Africa) for UNCTAD's Commission on Science and Technology Development and on the Advisory Board for Trade and Development. Recently, he has been appointed to serve as a board member of The International Digital Health and AI Research Collaborative (I-DAIR), African Agricultural Technology Foundation (AATF), and Sustainability Rounds. Amb. Prof. Kah was recently appointed to serve as Chair of the World Intellectual Property (IP) and Frontier Technologies. Amb. Prof. Kah completed his BSc, his MSc, and his Ph.D. at the Stevens Institute of Technology, Hoboken, United States. He was awarded a Doctor of Science (Honoris Causa) by the University of The Gambia. He also has a Master of Science in Finance (Financial Engineering) from George Washington University and a postgraduate Diploma in Strategy and Innovation from the University of Oxford. Amb. Kah is a Professor of Information Technology and Computing.



Kyle Bridgeforth

Owner and Operating Partner,
Bridgeforth Farms

Kyle Bridgeforth is an owner and operating partner at Bridgeforth Farms, a fifth-generation row-crop agribusiness headquartered in Tanner, Alabama that focuses on using modern technology and agronomics to grow high quality agricultural products. Kyle primarily works with crop traceability and efficiencies along with revenue management. Beyond the farm he works closely with several industry associations including Bayer, Solutions from the Land, Foundation for Food and Agriculture, The Breakthrough Institute, and Office Chérifien des Phosphates (OCP Group). Prior to the farm Kyle worked in the Executive Office of the President for the United States Trade Representative aiding the Agricultural Affairs team and the Trans-Pacific Partnership efforts. Locally, Kyle is Chairman of the Athens-Limestone Hospital Board and a board member of the Limestone County Water and Sewage Authority. Kyle graduated with a degree in International Studies: Business and Economics from Morehouse College.

Dr. Benjamin K Addom is an Adviser, Agriculture and Fisheries Trade Policy at the Commonwealth Secretariat, London. His current role involves advising the 56 Commonwealth member states on policy issues relating to digital agriculture and digital fisheries through the Commonwealth Connectivity Agenda (CCA) for Trade and Investment programme. Prior to this appointment, he spent 8 years in the Netherlands leading a team at the Technical Centre for Agricultural and Rural Cooperation (CTA), an EU-OACPS (European Union-Organisation of African, Caribbean and Pacific States) institution on digital agriculture across OACPS and EU. He is an expert in digitalisation in agriculture – the intersection of digital innovations for agriculture, data infrastructure, business development services, and the enabling environment. He led the design and production of the CTA-Dalberg's the Digitalisation of African Agriculture Report – 2018/19.

Ben has over 20 years of experience with smallholder farming; agribusiness development; project design and implementation; resource mobilisation and grant management. He had first-hand experience of smallholder agriculture in Ghana prior to his secondary and college education. He spent 4 years as agricultural extension supervisor with both the public and private sector service providers in northern Ghana. He spent 10 years in the US researching and exploring the potentials of information and communication technologies (ICTs) in supporting agribusiness, extension, and advisory services.

He holds a doctorate in information science and technology from Syracuse University School of Information Studies, USA; master's in international agriculture and rural development from Cornell University, USA; bachelor's in general agriculture from University of Cape Coast, Ghana; and a certificate in Executive Leadership from University of Oxford, United Kingdom.



Benjamin Kwasi Addom

Adviser, Agriculture & Fisheries
Trade Policy, the Commonwealth
Connectivity Agenda

Panel 3

Government-driven policies for inclusive digital agriculture



Benjamin Rivoire

Sustainability and Crop Value
Chain Manager, International
Seed Federation (ISF)

Benjamin (Ben) Rivoire joined ISF in March 2022 as Sustainability and Crop Value Chain Manager. Prior to this new position, Ben was the Head of Seed Sector Cooperation and Regional Development (Africa & Arab Countries) at the International Union for the Protection of New Varieties of Plants (UPOV).

Ben has many years of seed policy and industry experience. Before spending 10 years at UPOV, Ben worked eight years at Syngenta Seeds in farm management, trialing and research for vegetables plant breeding and left in the position of Global Seed Production Manager Cucurbits. In addition, he has experience in fresh vegetable and fruit production in several countries, including Spain and Morocco through public-private partnerships.

With his broad understanding and diverse background of the seed industry and the international policy and negotiations environment, Ben is currently driving ISF's engagement and strategic objectives related to two newly created Coordination Groups (CG), namely the CG Value Chain and the CG Environmental and Social Responsibility, to engage with key stakeholders along the agri-food chains and beyond the seed sector to promote sustainable agro ecosystems. Besides the two concerned CGs, he is also in charge of the crop-specific Advisory Groups on Forage and Turf, Field Crops, Sugar Beet and the Special Group on Trees and Shrub.

Since November 2023, Ben has been nominated as one of the Vice-Chairs of the *Business at OECD* (BIAC) Food & Agriculture Committee. Ben is also ISF's focal point for the World Seed Partnership (WSP).

Ben holds an MBA on International Organizations (Geneva University), a Horticultural Engineer degree / Bachelor of Science in Agronomy (Haute Ecole Spécialisée, Lullier, Geneva), and a Bachelor in Business Unit Management (Paris Dauphine). He speaks English, French and Spanish.

Panel 4

Industry standardization and ecosystems or regulations that promote data sharing and interoperability of data

This panel will discuss the data regulations and industry ecosystems needed to enable a business environment that can foster and enable the digital transformation of agriculture.

1. What is the needed business environment to foster data interoperability and data sharing, which are requisites to enable the opportunities of digital farming?
2. How can the players in the agricultural industry collaborate to create ecosystems that could facilitate higher levels of technology uptake by farmers?

Panel 4

Industry standardization and ecosystems or regulations that promote data sharing and interoperability of data



Christian Reimsbach-Kounatze is an Information Economist and Policy Analyst at the OECD Directorate for Science, Technology and Innovation with nearly 20 years of expertise in examining the economic and social impact of the digital transformation. This includes over a decade in leading OECD projects on data-driven innovation and data governance with a focus on data access and sharing, including the role of privacy-enhancing technologies and trusted data intermediaries.

Before joining the OECD, Christian worked as a researcher at the Institute for Information and Market Engineering of the Karlsruhe Institute of Technology (KIT) and at SAP Research (Germany). Christian holds a Diploma in Information Science, Engineering and Management and in Economics, both granted by the KIT, Germany.

Christian Reimsbach-Kounatze

Internet Economist & Policy Analyst,
OECD Directorate for Science,
Technology and Industry (STI)



Mary Snapp

Vice President, Strategic
Initiatives, Microsoft

Mary Snapp brings her experience and perspective from over 35 years at Microsoft to lead strategic initiatives in the Office of the Vice Chair and President. She is a frequent speaker on issues related to Microsoft's corporate and social responsibility as well as technology policy, including in relation to AI.

She formerly led Microsoft's Global Philanthropies, investing the company's technology, financial support, employee talent, and voice to partner with nonprofits and communities to create lasting positive impact. Prior to that, Mary was Deputy General Counsel leading legal support for Microsoft's engineering organizations.

Mary has been an active board member for many nonprofit organizations, including the YWCA of Seattle, King, and Snohomish County, the Seattle Art Museum, the National 4-H Council, Washington STEM, and Farm Foundation. She also serves on the University of Michigan's President's Advisory Group, and on the National FFA Foundation's Corporate Sponsors' Board.

Mary joined Microsoft in 1988 as its fourth attorney, and first female attorney. She grew up in Newton, Kansas, where she still has close family, and graduated from the University of Kansas School of Journalism before earning her law degree at the University of Michigan.

Patrick Pagani is Italian and studied European Law at the University of Rome. After early experiences in the Food Agriculture Organization (FAO) of the United Nations and DG Agriculture of the European Commission he has worked for several years in the European sugar beet sector on sustainability, agriculture and innovation matters in close link with the farming community.

Patrick is currently responsible for policy coordination within Copa-Cogeca working in the office of the Secretary General. Among other files he has been coordinating the organization stance on Farm to Fork and food security. He is also in charge of the Agriculture Technology work of the organization aiming to make the farming sector one of the frontrunners in the data-driven economy and in developing new technologies for better resource efficiency, improving and modernising the agriculture sector.



Patrick Pagani

Senior Policy Advisor,
Copa-Cogeca

Ehsan Soltan is the founder and CEO of Soiltech Wireless, an Ag-Tech Company that develops wireless sensing technology and data analytics platforms to help drive optimization, sustainability and traceability throughout the agriculture supply chain. Soiltech Wireless was founded in Idaho, together with 3 farmers, with a purpose to design grower-friendly solutions that can help manage day to day operations and increase profitability. In addition to serving farmers, Soiltech offers a suite of hardware and software systems for global agribusinesses and CPG's which facilitate the collection and analysis of critical agriculture data.

Prior to founding Soiltech, Ehsan spent over a decade in Asia, where he specialised in the design and manufacturing of wireless technology products. Ehsan obtained his Law Degree from the University of Bristol in the United Kingdom. He lives in Idaho with his wife and two young daughters.



Ehsan Soltan

Founder and CEO,
Soiltech Wireless

Concluding Remarks



Tetsuo Ushikusa

Chair, OECD Committee for
Agriculture (COAG)

Tetsuo Ushikusa serves as Advisor to the Japanese Ministry of Agriculture, Forestry and Fisheries, where he was formerly Deputy Assistant Minister. He has been involved in many international agricultural trade negotiations such as the WTO, TPP, RCEP and various bilateral negotiations, as well as working for the domestic departments of the Ministry including the Farm Management Bureau, Food Industry Bureau and Food Security Division.

As Deputy Assistant Minister, he was responsible for OECD, WTO and G7/G20 issues, and actively contributed to the G20 Agriculture Ministers' Meeting in 2019 as the chair of its deputies' meetings. He is Chair of the OECD Committee for Agriculture.

Notes

Notes

Notes



BUSINESSatOECD

13/15, Chaussée de la Muette, 75016 Paris

Tel: +33 (0) 1 42 30 09 60

businessatoecd.org

  @BusinessatOECD