

IMMEDIATE RELEASE – NOVEMBER 16, 2021

New Agtech event to be launched in regional Australia

Following COVID-19 event cancellations, postponements, and rescheduling, national agricultural field day organisers ACM Rural Events have created an exciting hybrid event to be launched in March 2022.

AgSmart is the nation's new agtech exposition showcasing the latest innovations, education, research, and developments in Australian agriculture.

As we see growth in the world's population and the cost of food and fibre production increases, Australia's agtech sector is set to change the face of farming.

ACM Rural Events group manager, Kate Nugent said the in-person event is designed to be the first with a commercial focus on agtech, staged in regional Australia.

"It will provide insights into the future of Australian farming," she said.

The event will be held in Tamworth, NSW, in an indoor and outdoor venue – where people on the land can come to see the latest developments from agtech start-up companies and national companies.

"Our commercial philosophy has gained affirmation and excitement from the burgeoning Australian agtech industry as it seeks an opportunity to display, demonstrate, influence, and inform Australian farmers," Ms Nugent said.

"Adopting new agtech inventions and innovations will increase agricultural productivity and profitability and ensure the industry can produce, supply, and store food and fibre sustainably." AgSmart will be supporting the nation's agtech ambition to be a leading source of solutions and technological manufacturing globally.

A diverse range of ideas and technology will be showcased including artificial intelligence in farming, robotics, big data, Internet of Things technology, on-farm connectivity, smart farm machinery and equipment, precision and vertical farming, start-ups, regulation and compliance, supply chains, and export.

AgSmart will be staged on March 9 and 10 at the Tamworth Regional and Entertainment Conference Centre in Tamworth. Admission tickets will go on sale in January 2022.

"Australian agriculture is on the move and the AgSmart Expo will place a spotlight on a ground-breaking, more cost-efficient, and more effective farming practices that are more responsive to change, and ultimately more profitable," Ms. Nugent said.

For further information about site participation please contact the event organisers, ACM Rural Events, on 02 6768 5800 and email agsmartexpo@austcommunitymedia.com.au.