

From: [REDACTED] (CAB-HOGAN)
Sent: Thursday 21 April 2016 10:31
To: CAB HOGAN ARCHIVES
Subject: FW: VIP PERSONAL INVITATION TO THE PRESIDENTIAL ROUNDTABLE - Smart Farming & Future of Agriculture, Rural Development and Food Industry 2030
Attachments: 2016.06.14 - PRES RDT - PERSONAL INVITATION - Phil Hogan.pdf; ATT00001.htm

For invites table please.

From: HOGAN Phil (CAB-HOGAN)
Sent: Thursday, April 21, 2016 1:17 AM
To: [REDACTED] (CAB-HOGAN)
Subject: Fwd: VIP PERSONAL INVITATION TO THE PRESIDENTIAL ROUNDTABLE - Smart Farming & Future of Agriculture, Rural Development and Food Industry 2030

Sent from my iPhone

Begin forwarded message:

From: [REDACTED] >
Date: 21 April 2016 at 04:44:06 GMT+9
To: "phil.hogan@ec.europa.eu" <phil.hogan@ec.europa.eu>
Subject: VIP PERSONAL INVITATION TO THE PRESIDENTIAL ROUNDTABLE - Smart Farming & Future of Agriculture, Rural Development and Food Industry 2030

Dear Mr. Hogan,

I, [REDACTED] of the European Council and [REDACTED] of the Advisory Board of TomorrowLab, would like to invite you *personally* to the Presidential Roundtable "Internet of things – Smart Farming & Food Industry 2030". How will technology change agriculture, rural development and in a broader sense, the food industry ?

Smart, connected products offer exponentially opportunities for new functionality and capabilities that transcend traditional product boundaries. The changing nature of products is disrupting value chains and forcing companies to rethink nearly everything they do, from how they conceive, design, and source products; to how they manufacture, operate, and service them; to how they build and secure the necessary IT infrastructure. For many firms, smart, connected products will force the fundamental question, "What business am I in?" Integrated, smart, connected farm equipment is shifting the agricultural industry from the functionality of a discrete product to the performance of a broader product system, in which the farm is one specific actor. Farm management systems will connect several systems, like the farm equipment system, the weather data

system, the seed optimization system and the irrigation system. Smart farming is used to increase yields, which is critical if we want to feed the rapid growing population. Data is becoming the new cash crop. Smart, connected products raise a new set of strategic choices about how value is created and captured, how companies work with traditional and new partners, and how they secure competitive advantage as the new capabilities reshape industry boundaries. How will the data analysis and evaluation impact the agricultural industry? Who will benefit from this new normal and which roles will the actors have in the future value network? Which implications will smart farming have on your future business model? How will this future look like in 2030?

The Presidential Roundtable, organized by TomorrowLab, is a neutral forum for selected leaders of industry and government, where they meet to talk about the future in a structured way, inspire each other, share ideas and experiences and identify new forms of collaboration.

'It's crucial that decision-makers have the opportunity to free themselves from short-term thinking. Long-term thinking, multidisciplinary consultation, and the exchange of innovation experience are the best guarantee for success in the future. The fact that TomorrowLab makes this possible appealed to me immediately. It's also no surprise that [redacted] was at the root of this initiative. He was a forward thinker and a man of action. It's an honour to succeed him as Chairman and to invite you personally to this exclusive Presidential Roundtable' [redacted] TomorrowLab advisory board.

The session is neutral and closed (no public, no press), exclusive C-level invites with the ambition to learn from each other, exchange ideas and find synergies. The session will be prepared by the future foresight team at TomorrowLab (part of Living Tomorrow in Brussels). Each attendee will receive a personal report with insights, learnings and key take-aways from the session.

Other invitees are

- [redacted] Food & Bio, CARGILL -confirmed today
- [redacted] BOERENBOND – confirmed today
- [redacted] IMEC/IMINDS
- [redacted] / University of Leuven
- [redacted], University of Tilburg + former [redacted] of Philips Research – confirmed today
- [redacted] EMEA, TRIMBLE
- [redacted] John Deere W.EU
- [redacted] Google Belux

I will personally host this Presidential Roundtable and it would be an honour to welcome you as VIP member of this roundtable on the future of Smart Farming & Agriculture, Rural Development & Food Industry in Europe.

I hope to welcome you on **Monday June 13nd, starting 9 AM at TomorrowLab**
(Living Tomorrow, La Maison du Futur, Vilvoorde, Indringingsweg 1, 1800 – VIP
MEETING ROOM).

Kind regards,

 TomorrowLab

