



**TOMORROWLAB®**

## **PRESIDENTIAL ROUNDTABLE “VISIONS OF THE FUTURE 2030”**

INTERNET OF THINGS - SMART FARMING, FUTURE OF AGRICULTURE

**TO THE ATTENTION OF MR. PHIL HOGAN, EUROPEAN COMMISSION  
EUROPEAN COMMISSIONER FOR AGRICULTURE AND RURAL DEVELOPMENT**

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.

This roundtable is prepared and coordinated by TomorrowLab in its role as a neutral catalyst and moderator. This creates a globally unique cross-industry dialogue between top-level partners, visionaries, and experts from home and abroad. Themes as the future of mobility, manufacturing, logistics, finances, energy, food, services, government and technology are discussed. The ideas emanating from these sessions are implemented in companies or as a pilot project in Living Tomorrow. Companies and organisations are forced to answer key questions for the future. How will the future influence products & services, companies, markets, consumers ? What can be the strategy for the future ? How to initiate change ? The roundtable forms a unique future insight forum.

The [redacted] the Advisory Board, [redacted] leads the TomorrowLab Presidential Roundtable. Therefore,

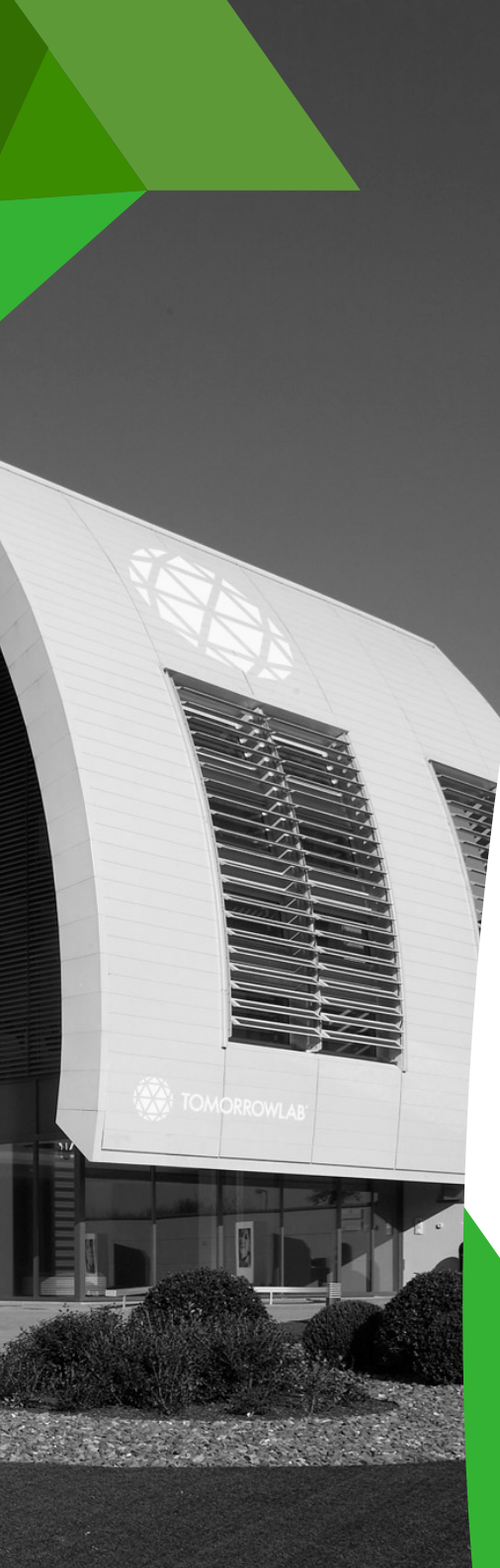
[redacted], invites you personally to the Presidential Roundtable with selected strategic captains of society and Executive Lunch on

Monday, the 13th of June 2016

starting at 9:00 AM at TomorrowLab - Living Tomorrow Brussels

Indringingsweg 1, 1800 Vilvoorde BELGIUM, EUROPE

(Parking and EV charging & EV solar fast charging are available)



## INTERNET OF THINGS - SMART FARMING

### PROGRAMME

- 9:00** Welcome by the Chairman Herman Van Rompuy
- 9:10** Introduction of the Presidential Roundtable members
- 9:15** INTERNET OF THINGS - SMART FARMING  
Strategic Ideation, discussion, synergy search
- 12:00** Lunch hosted by the Chairman – networking & synergies
- 13:30** Conclusions, next steps & official closing  
of the Presidential Roundtable

The way we do business is shifting. New business models arise.  
Disruption creates opportunities and challenges the status quo.

**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?

### Why should you be there ?

‘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], [redacted].’

The meeting is strictly personal and on invitation only. All members have personal input and receive a report with indications of strategic possibilities and synergies-to-invest. This Executive Roundtable and Lunch is offered to you by TomorrowLab.

SEEN THE STRICTLY PERSONAL INVITATION AND LIMITED PLACES, PLEASE RESPOND TO HERMAN.VAN.ROMPUY@TOMORROWLAB.COM OR SIMPLY REPLY TO THIS EMAIL. I HOPE TO WELCOME YOU ON MONDAY, JUNE 13TH AT THE TOMORROWLAB CAMPUS IN VILVOORDE - BRUSSELS!