

Program of the #COFARMING FEST 2018

USEFUL INFORMATION

January 25, 2018, from 9:30 to 22:30.

Location: the Hub of BPI France, 4th floor,
6-8 Haussmann Boulevard, 75009 Paris, FRANCE

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www.cofarming.info

#COFARMING
FEST
PARIS
25 JAN. 2018

PARTNERS:

 syngenta

 COCOLABS
 agronov

Under the patronage of the French Prime Minister and the Secretary of State for Digital

CONTENTS

- Animator: Eve CHEGARAY

10:00 – INTRODUCTION:
Let's discover #COFARMING

10:20 - Jean Paul HEBRARD, President of the #COFARMING Association

10:40 - Laurent Dany, Head of Customer Marketing at Syngenta

11:00 – SHORT-CONFERENCES:
The #COFARMING seen by ...

11:00 - Anthoni NOYON, Cofounder @Cocolabs @Cocorico.

« Building a community around a collaborative platform »

11:20 – Christophe BENAVENT, Author of the Book « Plateformes », edition Fyp.

« The transformation of the economy through the platforms »

11:40 – Pascal COCHELIN, Consultant in digital efficiency.

"Agricultural digitization: towards more efficiency, with vigilance"

12h – LUNCH BREAK

14:00–BAR-CAMPS:

#COFARMING's meetings
6 workshops at the same time.

With the #COFARMING, everybody wins

- Business model /service
- Customer experience
- Internal operation

Tomorrow's #COFARMING

- Social aspect
- Economic aspect
- Environmental aspect

16:00 – SHORT-CONFERENCES:
The #COFARMING seen by ...

16:00 – Jean Baptiste VERVY – Digital Strategy Director at FDSEA51 & Farmer.

"The competitiveness of the agricultural world"

16:20 – Rémi DUMERY – Connected farmer

"#COFARMING, Farmers who connect farms"

16:40 – ROUND TABLE: « What is the future of #COFARMING? »

- Thierry Dupont
- Olivier Frey

18:00 – WORD OF THE PRESIDENT

- Jean-Paul HÉBRARD

19h-22h– LET THE FEST CONTINUE! → Have a DRINK, listen to MUSIC and widen your NETWORK.