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INITIATIVE ON
Digital Innovation



Digital Agriculture Solutions Forum 2023

11-13 July, 2023 | Amman, Jordan

Day 0: 10 July 2023 (Monday)

0800-2200 Arrive in Amman, Jordan.

0900-2100 Registration all day at the **venue/hotel**

Day 1: 11 July 2023 (Tuesday)

0830-0900 Registration [*participants to be present in the venue by 0830*]

0900-1000 **Opening Ceremony of Digital Agriculture Solutions Forum 2023**

FAO Representative, Jordan

ITU Regional Director for the Arab States [video]

FAO Regional Representative and Assistant Director General, RNE [video]

Opening remarks by **HRH Princess Basma bint Ali**

Opening remarks by the Prime Minister, Jordan

Opening of the forum and exhibition followed by PM/HRH

Master of ceremony:

1000-1030 Group photo. Coffee/tea break & networking

1030-1200 **Lead-in Session: Digital agriculture strategies, policies and frameworks [PRESENTATION]**
Experiences from countries

Objective: The purpose of this discussion is to highlight the need for a holistic approach and the significant potential of digital agriculture strategies in empowering all essential stakeholders in the agricultural and rural development sectors.

Moderator: **Faten Adada**, FAO

Panelists: FAO, ITU ESCWA and World Bank

FAO and ITU will present experiences from assisting countries develop their digital agriculture strategy. World Bank will present experiences from the one million farmer's initiative in Kenya. ESCWA on supporting the Arab digital agenda

1200-1330 Lunch

1330-1430	<p>Session 1: Digitalization for Sustainable Agri-Food Systems in Arab Region [PANEL]</p> <p>Objective: This session will explore the challenges facing the worlds agricultural and food systems and how digitalization can help address some of the challenges posed by climate change while ensuring sustainability and resilience agri-food systems.</p> <p>Moderator: May Hani, FAO</p> <p>Panelists: Mona Chaya (FAO), Karim Abdelghani (ITU), Ram Dhulipala (ILRI/CGIAR digital initiatives), Lara Nassar (SIWI),</p>
1430-1500	
1500-1530	Coffee/tea break & networking; visit to exhibition
1530-1700	<p>Session 2: Digital agriculture for improving water efficiency [PRESENTATION]</p> <p>Objective: The NENA region faces a chronic water shortage, and digital agriculture solutions like remote-sensing technology and sensor equipment can improve water management. These solutions strengthen communities and individuals, promoting sustainable agriculture practices and shared learning.</p> <p>Moderator: Jawad Bakri/Domitille Valle, FAO</p> <ul style="list-style-type: none"> • WAPOR (https://www.fao.org/in-action/remote-sensing-for-water-productivity/en) <i>stimulating ideas and improving access to real time info using remote sensing.</i> • Domitille Valle (FAO) • Vinay Nangia (ICARDA), <i>solar-powered ultra-low energy drip irrigation with a controller that optimizes resource use; and we have a dashboard for sharing near real-time evapotranspiration data measured in 5-7 different MENA countries [Online]</i> • IRRIWatch (https://irriwatch.com/) [Online], <i>unique thermal-based algorithms convert simple satellite data into practical data and has been delivering daily data to thousands of farmers every morning since 2020.</i>
1700-1800	Exhibition

Day 2: 12 July 2023 (Wednesday)

0900-1000 **Keynote: Building networked services for efficiency: E-finance Case Study**

Islam Mamoun, E-finance (<https://www.efinance.com.eg>), E-finance established AGRIMISR, an online platform connecting farmers, banks and agro-input dealers to deliver subsidized inputs to farmers. E-finance and the Agriculture Bank of Egypt collaborated to establish a farmer digital smart card.

Facilitator: Faten Adada, FAO. Q&A after presentation.

1000-1100 Coffee/tea break & networking

1100-1200 **Session 3: Digital inclusion in agriculture [PANEL]**

Objective: Digital Inclusion in Agriculture is a critical component for encouraging inclusive growth, increasing production, and promoting sustainable agricultural practices. This entails breaking down obstacles and creating an inclusive environment that allows smallholder farmers, women, youth and marginalized groups, to successfully access and use digital agriculture technology. The session will emphasize the critical importance of equality and inclusion in the field of digital agriculture as a catalyst for supporting inclusive growth, increasing productivity, and promoting sustainable agricultural methods.

Facilitator: Wafaa Ramadneh, FAO

- **Rouba Arja**, UN ESCWA (<https://as-rcp.org/maharat/experts/212>)
 - **Lobna El Mansoury**, Director, Ministry of Agriculture, Morocco
 - **Inder Kumar**, Digital Agri Hub (<https://digitalagrihub.org/>)
 - **Patricia Sfeir** (seeds-int.org)
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1200-1300 Lunch & exhibition

1300-1500 **Session 4: Digital solutions for agricultural extension, improving market access, agricultural insurance and improving financial services [PRESENTATION and PANEL]**

Objective: Digital tools can enhance extension services, provide personalized assistance, streamline market accessibility, improve financial services and offer agricultural insurance for smallholders.

Moderator: Nizar Haddad, Director General, National Agricultural Research Center

- **Katherine Rickard**, Better than Cash Alliance (<https://www.betterthancash.org/>), a partnership of governments, companies, and international organizations that accelerates the transition from cash to digital payments in order to help achieve the SDG.
 - **Vital Agri Nutrients** (<http://www.vqreen.com.pk/>), one application solution that provides balanced nutrition throughout the crop lifecycle and reduces irrigation requirement by 90%.
 - **AbuErdan** (<https://abuerdan.com/>), poultry industry digitalization.
 - **Mozare3** (<https://www.mozare3.net/>), agri-fintech that aims to disrupt the agricultural sector in Egypt and the MEA region while becoming the go-to super-app for all farmers' agri and non-agri financial needs.
 - **Mohammad Malkawi**, AARINENA (<https://aarinena.org/>), Date Palm Innovation Platform
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- Salam Shebi, VIAMO [\[Online\]](#)

1500-1530 Coffee/tea break & networking

1530-1700 **Session 5: Digital agriculture in advanced scientific research [PRESENTATION & PANEL]**

Objective: International and national research systems are actively using innovative digital solutions in agri-research. This session aims at highlighting how incorporating digital solutions for agricultural research not only advances scientific knowledge in agriculture but also helps foster more sustainable and resilient agricultural practices. Led by CGIAR's digital agriculture team.

Moderator: Ajit Govind, ICARDA

Stephen Mutuvi (<https://alliancebioiversityciat.org/projects/artemis>) *The Artemis Project applies AI and imaging technology to crop breeding, in the form of a mobile application that can enable anyone, anywhere to collect accurate agricultural data. (Title: Artemis: Imagery Phenotyping for a Food Secure Future)*

Desta Lulseged (Alliance Bioversity-CIAT). *NextGen is a 'location-specific, tailored, season-smart' fertilizer recommendation decision support tool developed for wheat farming system in Ethiopia. The framework and approaches can be tailored and scaled to other crops and across other areas of Africa. [LINK](#)*

Sheetal Sharma (IRRI) – *Sensing Technologies and Internet of Things (IoT) for informed decision making: Use of drones, digital tools and near-real time data processing for better decision making by small holder farmers*

Rachid Moussadek, ICARDA. *Digital Conservation Agriculture Platform to support the EIA Use Case Morocco 1 M ha by 2030 [LINK](#)*

Day 3: 13 July 2023 (Thursday)

0900-1000 **Session 6: Digital infrastructure and building blocks to sustain digital agriculture [PANEL]**

Objective: This panel discussion will look into the digital infrastructure and foundational building elements required to sustain and scale Digital Agriculture. Our goal is to take a look into the important elements—such as robust network connectivity, advanced hardware and software solutions, skilled human resources, and supportive legal regulatory and policy environments, among others — that underpin the successful deployment and growth of digital agriculture. These elements are prerequisites to the sustainability of digital agriculture.

Moderator: Karim Abdelghani, ITU

Panelists: Youssef Khamees (Ministry of Digital Economy and Entrepreneurship), Deena Hassan (Ministry of Communications & Information Technology Egypt), Marco Demilato (FAO), Nizar Hadda (NARC Jordan), Emad Fathy Kader (Tridge Company)

1000-1030 Coffee/tea break & networking

1030-1130 **Session 7: Investments, partnerships and capacities for digital agriculture [PANEL]**

Objective: This session explores the role of investments, collaborations, capacity building, and private sector engagement in accelerating digital agriculture's success. It aims to understand how targeted investments, strategic alliances, and capacity building can encourage innovation, strengthen implementation, and promote digital solutions in agriculture.

Moderator: May Hani, FAO

Panelists: Vinay Vutukuru (World Bank), Karim Abdelghani (ITU), Mona Chaya (FAO), Shada El-Sharif (Sustain MENA), Belal Hafnawi (TRC, Jordan), Lara Elkhoury (Berytech.org)

1200-1400 Lunch break and exhibition

1400-1500 **Way forward: Mainstreaming and Sustaining Digital Agriculture [PANEL]**

Objective: How can international organizations, national partners, research entities, solution providers and experts help build a sustainable digital ecosystem that benefits agriculture stakeholders, strengthens member countries and creates value for digital agri-investors? This panel discussion explores partnerships, technology transfers, investment needs and capacities that are needed in the NENA region to build back better with digital.

Moderator: Dejan Jakovljevic, FAO

Panelists: May Hani (FAO), Karim Abdelghani (ITU), Sheetal Sharma (CGIAR/IRRI), Samer Bakeer (Better Than Cash Alliance/UNCDF), Judy Payne, and 1 or 2 member government participants OR Vinay Vutukuru (World Bank)

1500-1600 **Closing session of Digital Agriculture Solutions Forum 2023**

ITU, FAO, Govt. of Jordan

1600-1800 Exhibition; coffee/tea break & networking
