



AGRITECHNICA ASIA digital talks #3

Integrated Solutions for Precision Farming

Wednesday, 16 December 2020 | Time 3-4 PM (ICT) / 9-10 AM (CET)

Precision farming is the use of technologies and remote sensors to identify, measure or predict biological, physical and climatic parameters in the life of a crop; to allow farmers and growers to make more informed decisions on cropped areas and land management.



Chris Jackson
Export Manager,
UK Technology for Agriculture and Genetics (UKTAG)

Chris Jackson: Moderator

After leaving university Chris started his career working as a farm manager progressing to managing his own farm establishing a nucleus pig breeding company exporting genetics globally.

Also breeding pedigree cattle and sport horses whilst sitting on boards of farming companies, co-operatives and industry bodies

Now working as the export manager for UKTAG a trade association accredited with the UK Government.

In his career he has helped develop export strategies for industry working with Governments at home and abroad



Dr Elizabeth Warham FRSB
Agri-Tech Sector Lead
Department for International Trade (DIT)

Dr Elizabeth Warham FRSB: UK Agri-Tech

Elizabeth leads the Department for International Trade Agri-Tech team promoting investment and trade of innovative agricultural businesses, products and services to improve agriculture through the cutting edge of innovation. The team provide help to



institutions, large businesses and SMEs to encourage foreign investment and sales of UK products abroad.

She has expertise and experience in plant sciences, and technology development more broadly across the agri-food sector.

Previously, she supported the Government Chief Scientific on food, water and environmental issues to ensure that science and engineering in these areas is applied effectively and appropriately within Government.

In the UK Department for International Development she managed research programmes to develop appropriate technologies for different agricultural production systems in low-and middle- income countries. She worked for ten years at the International Centre for Wheat and Maize Improvement in Mexico, in the maize breeding, wheat pathology and seed health programmes.



Dr Anthony John
Precision Agriculture Specialist, Agri-Tech Team
Department for International Trade (DIT)

Dr Anthony John: Precision Agriculture

As precision agriculture specialist for DIT, Tony concentrates on developing FDI and trade around precision agriculture related to crops.

Following a Ph.D on mycotoxin contamination of grains, Tony has 25 years experience in plant science focused on discovery development and registration of novel agrochemicals for crop protection, working in a number of corporates, including Bayer.

His experience within precision agriculture is in the utilisation of all aspects of hardware and data to drive and understand increases in crop yield.



Mr Chris Horne
Plant Science Specialist, Agri-Tech Team
Department for International Trade (DIT)

Mr Christopher Horne: Plant Sciences

As plant science specialist for DIT, Chris concentrates on developing FDI and trade around indoor farming and digital agriculture related to crops.

He studied Agricultural Botany at Reading University and then spent 22 years in a range of market and product development roles in the crop protection industry – including UK, European, Asia Pacific and Global roles.

More latterly, Chris has spent 15 years as a Director in marketing research and consultancy firms, focusing on various agricultural sectors.

Remark: This online session will be conducted in English

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