

ENAJ/EU-FarmBook Press and Networking Event

Monday 22. September 2025 in Bonn, Germany

On September 22, 2025, the second joint press and networking event organized by the European Network of Agricultural Journalists (ENAJ) and the EU project EU-FarmBook will take place at the Poppelsdorf Campus of the University of Bonn in Germany

As part of the event, an exhibition of spin-off and start-up companies developing innovations in crop production, animal husbandry, forestry, digitalization in agricultural practice, and management tools for agricultural enterprises will be organized. These companies are of great importance to the agricultural trade press, as demonstrated by the first joint press event last year at Ghent University. Encouraging exchange between spin-offs, start-ups and European agricultural and forestry journalists is one of the aims of the event.

Companies will have the opportunity to present their innovative solutions, products or technologies free of charge to a group of European agricultural journalists and engage in discussions with them as well as with visitors to the panel discussion.

The event is supported by the Faculty of Agricultural, Nutritional and Engineering Sciences at the University of Bonn and will take place in the lecture hall center on the Poppelsdorf Campus.

Preliminary Program:

- **10:00 AM:** Setup of information booths in the foyer of the Poppelsdorf lecture hall center
- **1:00 PM:** Registration and elevator pitch, drone demonstration in the outdoor area
- **2:00 PM:** Welcome and panel discussion on "Innovation Transfer in Agriculture"
- **4:00 PM:** Marketplace of Ideas - Spin-offs and start-ups present themselves
- **5:30 PM:** End of the event

A detailed schedule will be provided upon confirmation of participation. Please note that while we offer a free platform for presenting your innovations, we cannot cover travel and accommodation costs.

By participating, you can increase the visibility and impact of your company, network with like-minded innovators and journalists from across Europe, and expand your professional connections.

Please contact us if your company or spin-off is interested in participating in the press event with an information stand.

Contact information:

Aysegül Yasari Press Officer EU-FarmBook Communi- cations Team t. +49 2241 865 9517 ayseguel.yasari@h-brs.de	Prof. Dr. Katharina Seuser E-Mail: katharina.seuser@h-brs.de
 Hochschule Bonn-Rhein-Sieg University of Applied Sciences  EU-FarmBook Department of Engineering and Communication Grantham-Allee 20 53757 Sankt Augustin www.h-brs.de	

Background Information:

EU-FarmBook: The EU project EU-FarmBook, funded by the European Commission under Horizon Europe, is developing an EU-wide digital platform for innovation transfer in agricultural practice (<https://welcome.eufarmbook.eu>). The project runs from 2022 to 2029 and is led by Ghent University, Belgium.

ENAJ - European Network of Agricultural Journalists: ENAJ is a journalistic umbrella organization of national associations and guilds of agricultural journalists and communicators in the European Union and the EFTA countries. Since 2024, an annual event for the agricultural press has been held, serving as an important multiplier for information on the digital platform. EU-FarmBook cooperates with the European Network of Agricultural Journalists (ENAJ) (<https://enaj.eu/>) and European universities with established agricultural research expertise.

H-BRS - Bonn-Rhein-Sieg University of Applied Sciences: Bonn-Rhein-Sieg University of Applied Sciences (www.h-brs.de) is part of the EU-FarmBook project consortium, which consists of 29 organizations from 18 European countries. H-BRS connects science and practice with agricultural journalists across the EU.

-The programme is subject to change without prior notice-