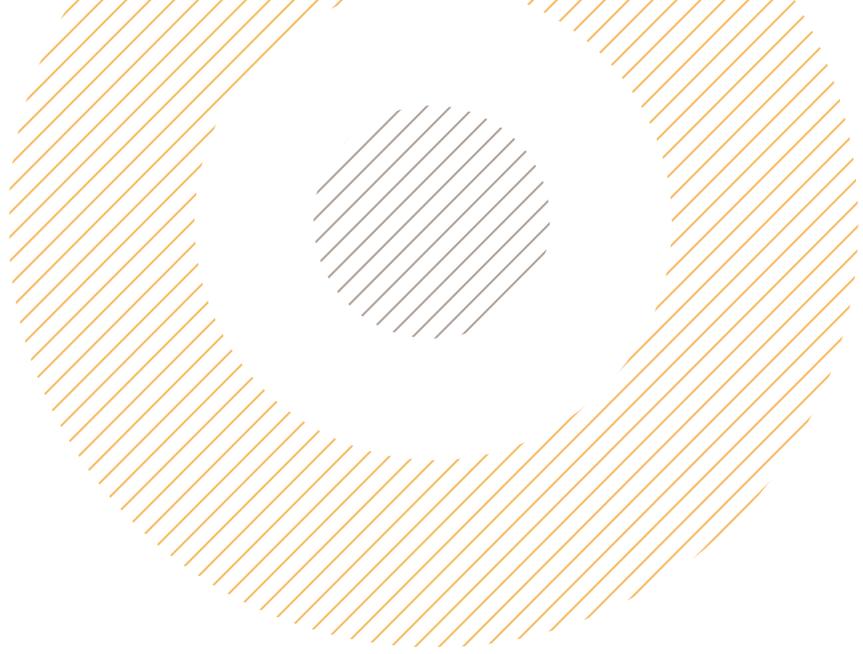


A close-up photograph of a robotic arm, likely used for agricultural tasks, spraying water onto a dense field of green plants in a greenhouse. The scene is brightly lit, with sunlight filtering through the glass panes, creating a warm, golden glow. The robotic arm is metallic and has a blue cap on one of its joints. The water being sprayed is captured in mid-air, creating a misty effect. The background shows the structure of the greenhouse and more rows of plants.

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ITALROBOT
agritech
CAMPANIA

Where the **agricultural technological innovation** meets the global 4.0 industry



agritech



ADMINISTRATIVE STATEMENT

Italrobot Agritech Campania - CUP B29J21023460007

POR CAMPANIA FESR 2014-2020 - ASSE III - OBIETTIVO SPECIFICO 3.4 - AZIONE 3.4.2. - Avviso pubblico per la concessione di contributi finalizzati a sostenere eventi ed iniziative di promozione internazionale delle MPMI campane in occasione di Expo 2020 Dubai, approvato con D.D. n.156 del 14/06/2021. Approvazione terzo elenco di Domande di accesso alla agevolazione. Ammissione a finanziamento e concessione delle agevolazioni.

PARTNERS



Unione Europea



OVERVIEW

Nowadays we live with the comfort of having all types of food available anytime throughout the year. But everything comes with a cost quite often underestimated or forgotten, and it reveals a concerning reality on both the ethic and the economic aspects of our food-chain production industry.

In fact, recent research by the **Food and Agriculture Organization** shows that every year the **14%** of the world food production is lost even before it reaches the market, causing an economic loss of over 400 billion dollars. And this dollar amount does not include the related damage on the eco-system caused by the utilization of obsolete or intensive farming practices.

In addition, we should also factor in one of the most disturbing human right violations regarding the exploitation of the workers in the farmer fields, which often results in human trafficking, violence and undignified living and work conditions.

So, what was in the past one of the most valuable assets, the farming fields and their extraordinary biodiversity, is now in need of a much greater reform in the way we perceive, value and manage this precious natural resource. In this context, the Agritech program has been created to support the introduction of innovative robotic solutions in the global agricultural sector.

This is why the Agrirobot project was established, and this is how Italrobot, an Italian engineering firm and one of the leaders in the European market, was able to transfer its extensive “**industry 4.0 technology**” know-how in the agricultural field.

CORPORATE VIDEO

In the corporate video called "Agricultural Innovation for the World", the status of the agricultural industry is narrated through the experiences of the designers of the Agrirobot project and it includes ideas and feedbacks from many stakeholders operating in the private and the public spheres.



Watch The
Corporate Video

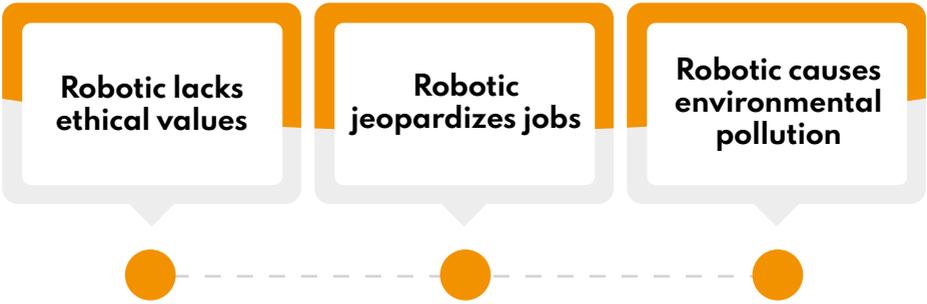


MISSION

The Agritech program aims to promote and implement the Italian robotic innovations into the global agricultural sector. The **Dubai WORLD EXPO 2022** is a great opportunity to introduce the Agrirobot project and how the Italian agricultural industry will benefit from robotic applications and its correlated production models. We invite everyone to watch the documentary film **"Agricultural Innovation for the World"** that will reveal the main features of this exciting and cutting edged **industry 4.0 technology**.



All the Agritech communication tactics have been designed to **countering the adoption barriers** too often found in the agricultural field when it comes to **implement robotic innovations**.

Three callout boxes with orange borders and white backgrounds, arranged horizontally. Below them is a dashed line with three orange circles. The first box contains the text "Robotic lacks ethical values", the second "Robotic jeopardizes jobs", and the third "Robotic causes environmental pollution".

Robotic lacks ethical values

Robotic jeopardizes jobs

Robotic causes environmental pollution

Agritech program offers in-depth analysis on how robotic provides great opportunities for both the corporate sphere and the workforce. As history teaches, any relevant technological change needs to be adapted properly into our production processes.

An orange callout box with a white dotted circle behind it, containing the text "Follow the Dubai World Expo 2020".

Follow the Dubai World Expo 2020



ITALROBOT

Italrobot S.r.l. was established in 2014 as spin-off of **Tea Impianti's automation division and industrial robotics**. Tea Impianti is a company based in the Campania region of Italy, and it is successfully operating in the Italian and the European markets since decades.

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Italrobot engineers and implements **automation solutions** for different industrial applications.

In their design approach all robotic applications are **crucial factor** for:



Italrobot is the founder of **A.T.S. Agrirobot project**, established in partnership with: **Crea Institute**, **Council for Agriculture Research and Economic Analysis**, **Cosoni Farm Company**.



ITALROBOT PROJECTS

AGRIROBOT

Agrirobot is the Italrobot's technology application created for the agricultural sector. Agrirobot's production models also contribute to the **social and economic growth of the Campania Region** that is placing **technological innovations** at the center of its development strategy.



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PROJECTS

Ethic and sustainable agriculture based on technological innovations to foster the companies' competitive edge

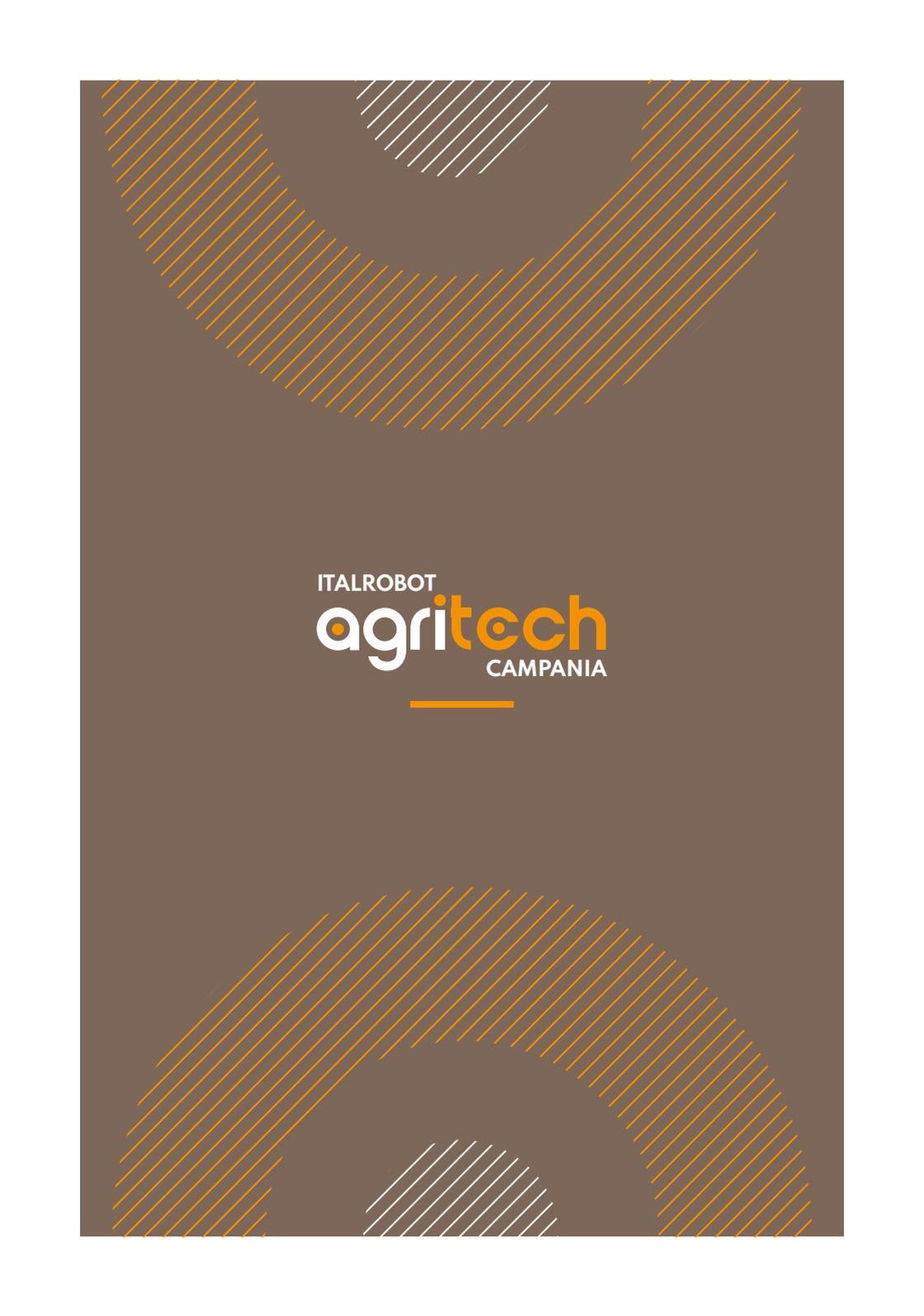
Agrirobot is a pioneering multilayered production model where technology enhances workforce, where local resources are mastered, and where the Company's financial goal generates happiness in the surrounding communities.

Robotics has played a key role in the **development of many industrial and manufacturing processes**, in Italy and worldwide. It produced a remarkable boost to accelerate **production and economic growth**. It made possible to reduce all risks associated with goods production while making the process **safer for workers**. It has ensured that all production resources are perfectly optimized, also expanding the companies' supply chain.

In addition, Agrirobot it is not just a robotic solution, it is an extraordinary production model to safeguard and manage one of the world economy's main resources: **the farmer fields**.



Follow the Italrobot
Projects



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