

PRESS RELEASE - Toulouse, 7 November 2024

Food Security: agricultural robots take center stage at the 9th edition of World FIRA

4-6 February 2025 in Toulouse/Auzeville-Tolosane (France)

World FIRA 2025, the leading event for innovation in agricultural robotics, is back for another edition from February 4 to 6, 2025 in Toulouse (France). Bringing together key industry players and farmers from around the globe, this one-of-a-kind forum is entirely dedicated to autonomous and robotic solutions that are revolutionizing modern agriculture. With live demonstrations, conferences, and networking opportunities, World FIRA is the must-attend event to discover the technologies that are reshaping the future of farming.

World FIRA 2025: Robotic Innovations Addressing Global Agricultural Challenges

According to a 2023 OECD report¹, agriculture faces a dual challenge: increasing production volumes and labor productivity to ensure food security while minimizing environmental impact. The sector is also struggling with recruitment difficulties and must adapt skills to keep pace with evolving techniques and technologies.

Agricultural robots and autonomous systems are emerging as critical solutions. Against this backdrop, World FIRA 2025 serves as the premier platform for exploring and adopting these groundbreaking technologies, paving the way for a more efficient and sustainable future in agriculture.

Robot Demo Zones: Innovation in Action

The outdoor demonstration zones at World FIRA 2025 give participants the unique opportunity to witness agricultural robots in real-world conditions. By observing these autonomous machines at work, visitors can assess their efficiency and precision across various types of crops. World FIRA is more than just an exhibition—it's a living lab where innovation takes shape, ready to be implemented on farms around the world.

This year, **four demos zones** supported by FR CUMA Occitanie (french farmers cooperative), RobaAgri Association, Agrobiopole (the university campus hosting FIRA) and New Holland, will be the playground of new robots and autonomous solutions in real condition demos: vegetables, vineyards, field and raw crops, and fruit trees.

Highlight: **Softirob and Naïo Technologies have successfully seeded** several demonstration field plots at World FIRA 2025 (faba beans and radish), showcasing the capabilities of agricultural robots in real-world conditions.

The Educ Tour will offer many opportunities to groups of people, focused on specific topics, to get a private visit of the autonomous solutions displayed at FIRA.

¹ <https://www.oecd.org/fr/topics/policy-issues/agricultural-productivity-and-innovation.html>

The Call for Pitch dedicated to start-up raising funds is open until December 13, 2024. Applications: <https://airtable.com/appe86dQTngpBtDuX/shrtbcdwLdak06SiL>

Growers' experience

Resolutely focused on end users, World FIRA 2025 is now positioned as a proper trade show for growers, to get the right solutions to their labor challenges and productivity needs.

This year will feature themed pitch sessions on current needs for automation on specific crops, and use cases from producers.

To facilitate access for as many people as possible, the passes for World FIRA are free of charge for growers.

International Pavilions: the heart of the expo zone

The Netherlands and its innovative start-ups, the City of Fundão (Portugal) presenting its innovative ag tech vendors and universities International delegations will set up their flags on the World FIRA expo zone to highlight the national innovations.

New Holland, official World FIRA partner

New Holland is excited to participate in World FIRA 2025, showcasing their unwavering commitment to research on automation, which is at the core of the company's DNA. By participating in this event, New Holland aims to demonstrate their cutting-edge solutions that enhance efficiency, productivity, and sustainability in farming, providing growers with the tools they need to meet the challenges of modern agriculture.

New Holland sees World FIRA 2025 as an invaluable opportunity to connect with their partners, industry leaders, and collaborators, fostering a dialogue that drives the future of farming also on how automation can support sustainability goals to reduce fuel consumption and emissions.

Adaptable robots to humans and the environment

This will be the main topics of the **6th Scientific Workshop** organized by INRAe and RobAgri. After a call for pitch gathering projects from all over the world, the presentations selected will be organized around the following three main sessions:

- Session 1: Exploiting Artificial Intelligence tools in agricultural robotics
- Session 2: Use and sharing of data for planning and decision-making
- Session 3: Innovative tools for robots adapted to new practices

The Call for Abstract dedicated to research projects is open until January 4, 2025. Applications: <https://airtable.com/appe86dQTngpBtDuX/shrSVE3Mv6DmPfhSh>

The “Grand Défi de la Robotique Agricole”: workshops and hackathon to develop the industry

The Grand Défi de la Robotique Agricole, funded by the French government with €21 million over 5 years, takes center stage at World FIRA, co-leading the scientific symposium, hackathon, and autonomy summit. Its mission is to accelerate the adoption of agro-ecological robotics, support tech sharing among manufacturers, and train farmers to implement sustainable robotic solutions in agriculture.

Further information and registration: world-fira.com

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