

WORLD FIRA  
4 - 6 FEV. 2025

4 - 6 FÉVRIER  
TOULOUSE | FRANCE  
AGROBIOPOLE, AUZEVILLE-TOLOSANE

GRATUIT  
POUR LES  
AGRICULTEURS



#WFIRA25

REJOIGNEZ  
L'ÉVÈNEMENT MONDIAL PLEIN CHAMP  
DES ROBOTS AGRICOLES

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PRESS RELEASE

## World FIRA 2025: Empowering Farmers with Hands-On Innovation and Global Expertise

Toulouse, January 16, 2025 – The World FIRA 2025 is set to be a landmark event, showcasing the cutting-edge autonomous technologies that are revolutionizing agriculture. From February 4-6, farmers from around the world will gather in Toulouse, France, to explore the robotics and autonomous solutions that are reshaping farming practices. This year, the event will offer farmers a unique opportunity to take part in designing the future of agriculture, with hands-on sessions, direct feedback exchanges, and in-field demonstrations of the latest technologies.

### The Power of Farmers' Voices

At World FIRA 2025, farmers won't just be spectators; they will play a pivotal role in shaping the future of agriculture. The event will provide them with the chance to interact directly with autonomous farming technologies, control advanced agricultural robots, and actively participate in customizing tools and systems designed to enhance efficiency and sustainability. Through personalized demonstrations, farmers will have the opportunity to fine-tune the technologies that are transforming their operations.

### Exclusive Workshops: Real-World Farmer Testimonials

One of the standout features of World FIRA 2025 will be the **workshops with testimonials from farmers** across a range of agricultural sectors. These hands-on sessions will provide farmers with the opportunity to share their experiences and learn from one another. Participants will hear from real-world users of agricultural robotics and autonomous systems in specific farming sectors, including:

- **Livestock Farming:** Farmers will discuss how robotic solutions are improving animal management, feeding systems, and health monitoring, ultimately increasing productivity while ensuring animal welfare.
- **Viticulture:** Viticulturists will present their experiences with autonomous machines for precision farming, from pruning to harvesting, helping to reduce labour costs and improve grape quality.
- **Cereal Crops:** In this workshop, large-scale crop farmers will showcase how robotics and autonomous solutions help with planting, monitoring, and harvesting, enabling smarter resource use and reducing the environmental footprint.
- **Fruit Growing:** Fruit farmers will talk about the challenges and benefits of robotic systems for tasks such as thinning, pruning, and harvesting, focusing on how automation is increasing yields and reducing labour demands.
- **Vegetable Farming:** This session will feature farmers working with automated systems for planting, weeding, and harvesting vegetables, helping to boost efficiency and optimize crop management.

These testimonials will provide invaluable insights into the real-world applications of autonomous farming technologies. Farmers will share their successes, challenges, and lessons learned, offering a comprehensive understanding of how these innovations are being integrated into diverse agricultural practices.

## Global Innovations Meet Local Expertise

With the support of leading academic institutions, pioneering startups, and global industry giants, *World FIRA 2025* is the place where the latest advancements in agricultural robotics and automation will come to life. Let's focus on **some autonomous solutions and robots that visitors have never seen before at World FIRA:**

- **Academia:** Leading research institutions such as Instituto Superior Técnico (Lisbon, Portugal) and the University of Beira Interior will present their cutting-edge research in robotics and agriculture, highlighting the role of academia in driving innovation.
- **Pioneering Startups:** Companies such as Escarda Technologies GmbH, MULA, ORBIBA Robotics, LUXEED Robotics, Farming Revolution... will showcase their innovative solutions, from autonomous tractors to smart crop management tools.
- **Industry Giants:** Major players like KUBOTA, KUHN, CNH, Daedong Kioti Europe B.V., and DeLaval will demonstrate their latest technologies designed to improve productivity, sustainability, and precision in agriculture.

## Key Benefits for Farmers

Farmers will be able to explore how these innovations can directly benefit their operations:

- **Increased Efficiency:** Autonomous systems that reduce labour and time costs, optimizing crop management and harvesting processes.
- **Sustainable Practices:** Solutions that focus on reducing environmental impact, such as minimizing fuel consumption and optimizing resource use.
- **Smart Crop Management:** Technologies that leverage AI and data to help farmers make smarter decisions on planting, irrigation, and harvesting.

## Free Access for Farmers

In a commitment to making the latest agricultural innovations accessible, *World FIRA 2025* will offer **free access to farmers and producers**. This initiative ensures that those who are directly impacted by technological advancements have the opportunity to participate and contribute to the discussions.

## Don't Miss Out

Mark your calendars! *World FIRA 2025* will take place from **February 4-6, 2025** in Toulouse, France. Book your ticket today at [world-fira.com](https://world-fira.com) and be part of the global dialogue on the future of farming.