VIRAL

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SmAgTech EXPO 2022
Event realization report

596 participants

21 countries

23 presentations
25 lecturers

2 panel session

71 stands

15.00K «clicks»

1.02K stand visits

37 min 09 sec
average live stream
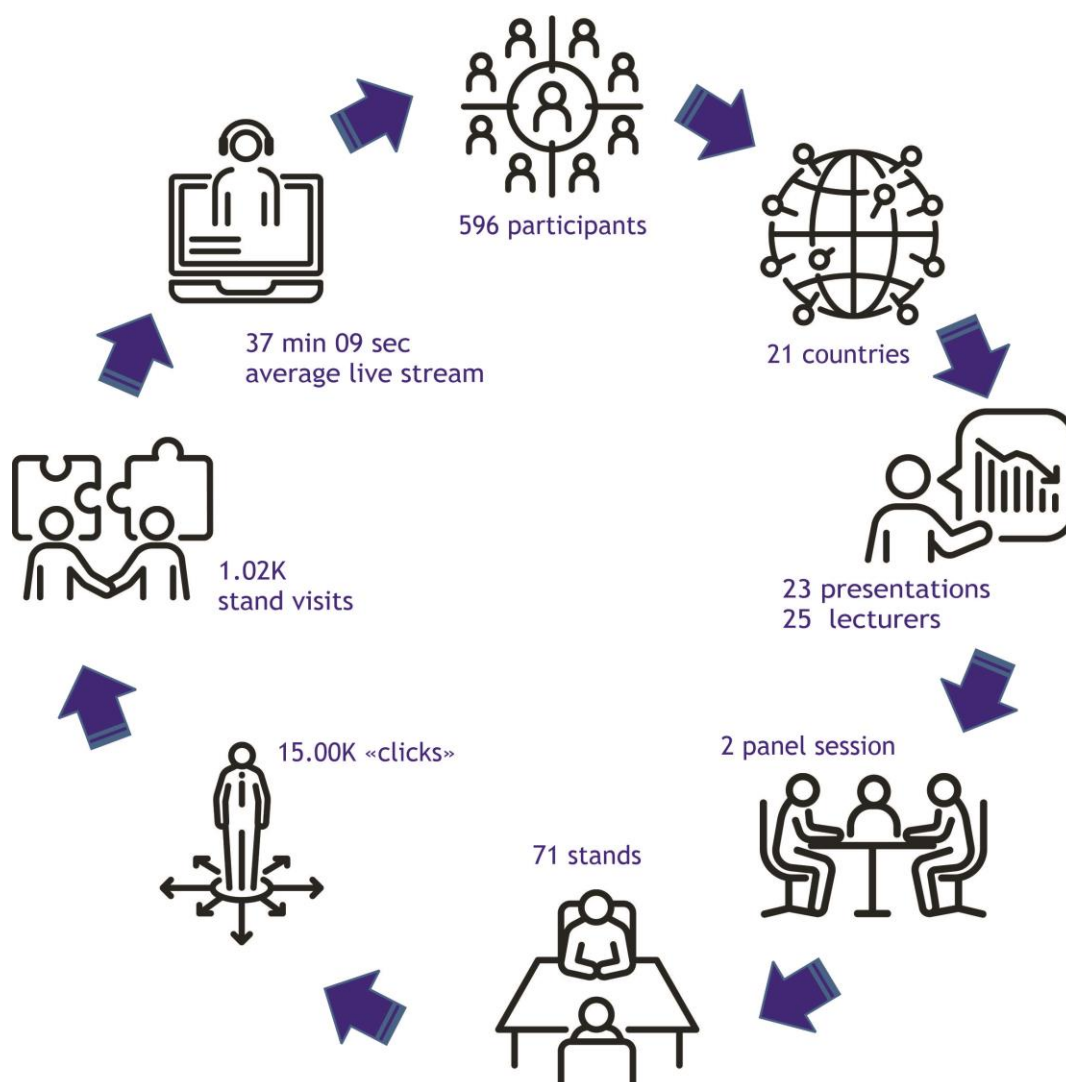
SmAgTech EXPO 2022 was held in the period 23-24 November 2022. years. As in previous years, the event was also held in 2022 through a virtual platform, which was prepared in accordance with the project's requirements. The organization itself was technically somewhat less challenging, bearing in mind the relatively small changes in the virtual environment of the event itself.

A total of 596 participants from 21 countries registered for EXPO SmAgTech 2022. Registration was facilitated by renewing the registration of last year's participants as well as by including new participants. Most of the participants at the fair were from Bosnia and Herzegovina. A relatively large number of participants would be from Montenegro, followed by Slovenia and Romania (graph 1).
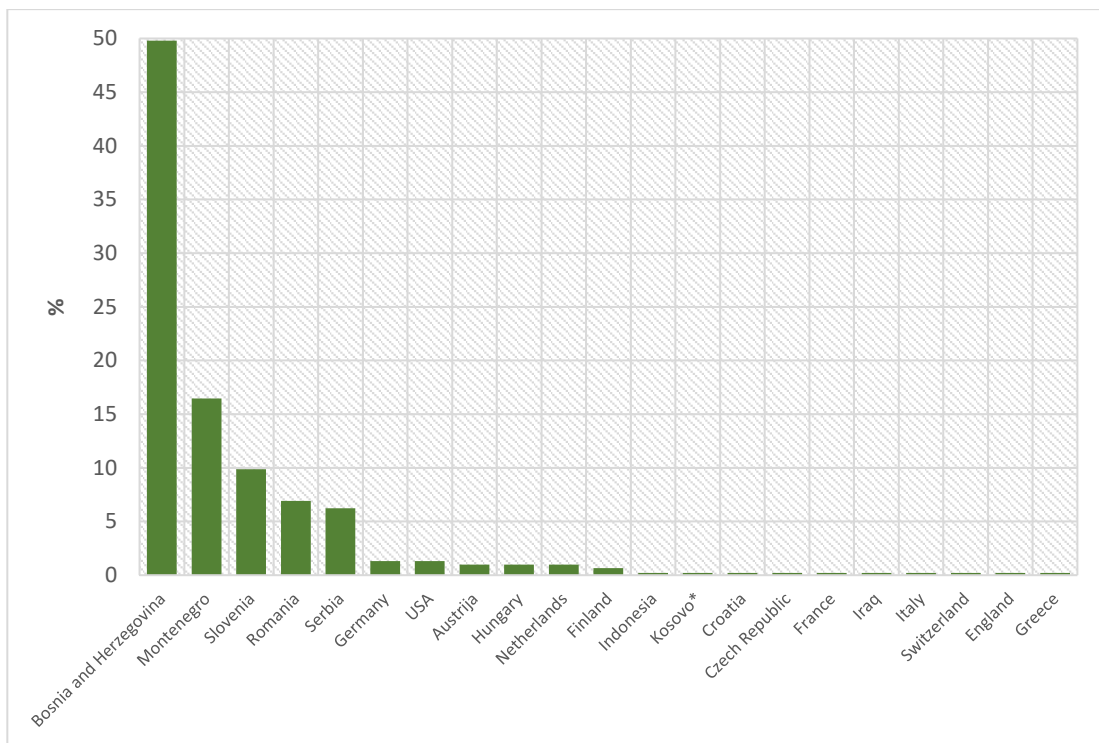
Chart 1. Distribution of participants based on the country they came from

The largest number of participants were from the category of students, which is of particular importance considering that the fair was designed as a job market opportunity, where students can also look for potential employers. At the fair there was also a significant number of representatives of agricultural companies, who also represent the main target group of this event.

A significant number of participants did not declare themselves or pointed out that they belong to the category of others. A slightly smaller number of participants were from the group of agricultural producers, companies in the field of ICT and representatives of advisory services (graph 2).
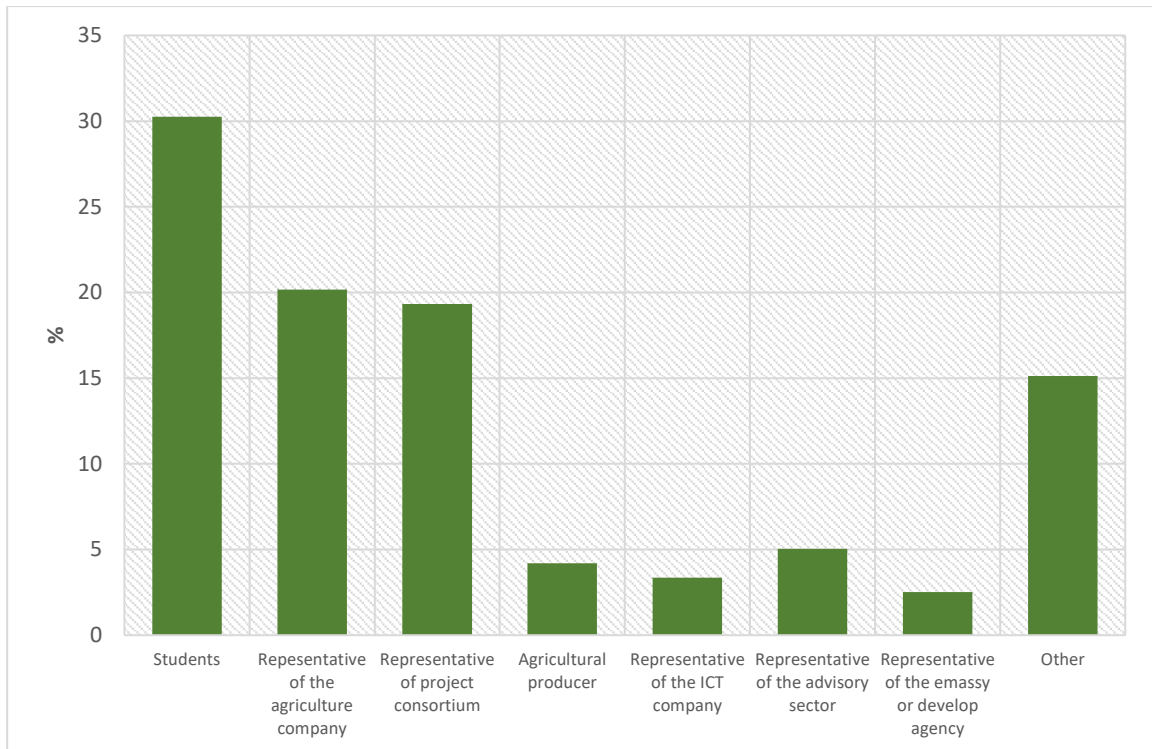
Chart 2. Distribution of participants according to the category to which they belong

Within the conference part of the event, four invited plenary lectures and 16 lectures within 4 thematic sections (Digital Agriculture, Remote Control in Agriculture, New Technologies in Agriculture and Virtual Powerful Plants) were presented.

In addition to lecturers from scientific research and higher education institutions, representatives of private institutes and companies from the ICT sector, the agricultural production sector and the media took part in the lectures this year (Figure 1-5). The lectures aroused great interest, which resulted in a discussion after the lectures.

Two panel sessions were also held. The first panel session was devoted to the position and importance of ICT in the agricultural sector (Figure 6). Representatives of various companies and projects implemented in rural areas had the opportunity to talk about their experiences in this area.

The second panel was devoted to the attitude of students of electrical engineering and agriculture towards the application of new technologies in the field of agriculture, their experience in participating in thematic hackathons, but also in the implementation of projects in general. Eight panelists took part in this panel session, who spoke about their experiences (Figure 7).

Figure 1-5. Lecturers and topics
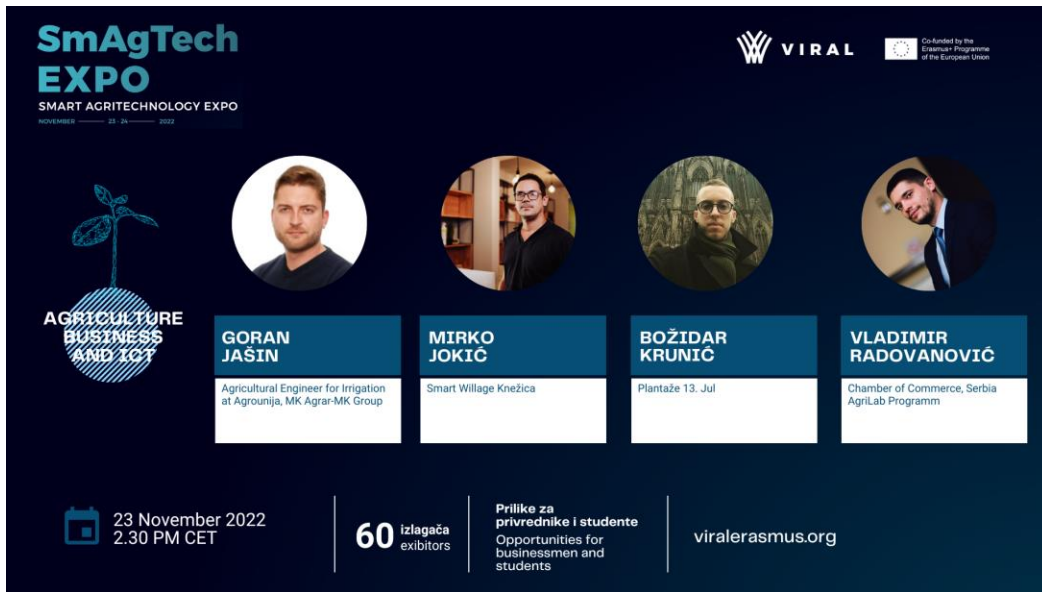
Figure 6. Panel participants - economy and ICT
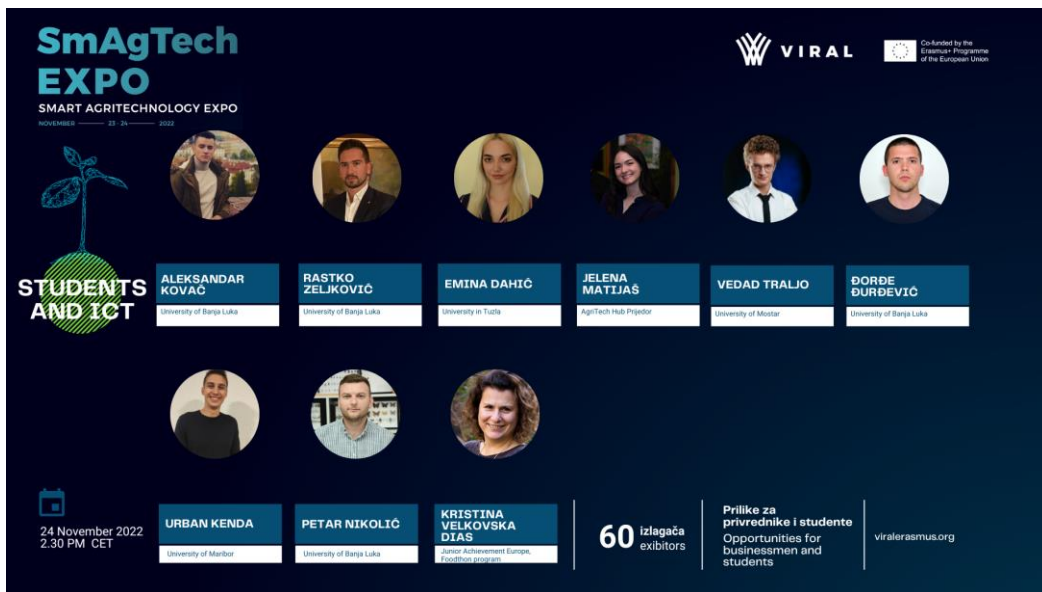
Figure 7. Panel participants - students and ICT

In the exhibition part of the event, a total of 71 exhibitors presented themselves: 35 companies from the field of agriculture and ICT (picture 8), 19 projects that are implemented with the theme of applying ICT in agriculture (picture 9) and 17 members of the VIRAL project consortium (picture 10). In particular, we should highlight the significantly increased number of companies that expressed their desire to participate in the fair in this format.

Figure 8. Fair participants - companies

Figure 9. Fair participants - projects

Figure 10. Fair participants - project consortium

Tokom samog EXPO SmAgTech, registrovano je **10.19K** zasebnih događaja na platformi, od čega **1.02K** predstavlja aktivnosti na štandovima (tabela 1). Treba istaći da je u periodu od sedam dana nakon završetka događaja na platformi registrovano više od **15.00K** događaja. U narednom periodu se očekuje još veći broj registrovanih događa, imajući u vidu da će sav materijal (predavanja i štandovi) na platformi biti aktivni u narednih dva meseca

Tokom prvog dana događaja registrovano je **249** zasebnih učesnika, koji su ostvarili **6.260** događaja na platformi i **871** pristupa štandovima.

Drugog dana je bilo **150** registrovanih učesnika, koji su realizovali **3.938** događaja na platformi, od čega **146** poseta štandovima.

Prosečno trajanje praćenja prenosa uživo je bilo **37 min i 09 sec**.

Table 1. Number of individual activities on the platform during the realization of the event

	number of individual users	number of events on the platform	number of events per user	number of events on the stands
23.11.2021.	249	6.260	25	871
24.11.2021.	150	3.938	26	146
Conference	**399**	**10.198**	**25**	**1.017**

The most visits were at the booths of «SmartVillage» and the companies Sano and Kite (graph 3). We are talking about companies that are appearing at the fair for the first time this year, so this is to some extent expected.

Chart 3. Number of visits to individual stands during the event

Stand	Visits
BR. clicket_pz_smart...	34
BV. clicket_sano_link ...	28
BK. clicket_kite_bh_li...	27
BU. clicket_regius_lin...	22
CL. clicket_university...	22
CR. clicket_ured_za_...	22
L. clicket_bingo_link ...	21
T. clicket_bingo_link ...	21
CJ. clicket_trapview_...	21
J. clicket_bambi_link ...	20
CI. clicket_transform...	20
M. clicket_biosense_l...	19
U. clicket_biosense_li...	19
W. clicket_dunav_net...	18
CC. clicket_tehnopoli...	18
E. clicket_agrodron_li...	16
A. clicket_agricloud_l...	15
BC. clicket_gauss_lin...	15
BO. clicket_pilot_proj...	15
CD. clicket_telegroup...	15
Q. clicket_digital_agr...	14
R. clicket_digital_agr...	14
Z. clicket_farmbeast_...	14
BT. clicket_refarmo_li...	14
CF. clicket_termodro...	14
C. clicket_agritech_li...	13
BA. clicket_foodecid...	13
BY. clicket_smartwat...	13
BZ. clicket_spectro-a...	13
CM. clicket_univerzit...	13
CV. clicket_yara_link ...	13
H. clicket_agtech-lab...	12
N. clicket_carska_ljes...	12
CA. clicket_syswin_lin...	12
CE. clicket_teolab_u...	12
D. clicket_agro-biznis...	11
O. clicket_casnik_fina...	11
P. clicket_demeter_li...	11
BD. clicket_hepok_lin...	11
BG. clicket_innofood...	11
BX. clicket_smart4all...	11
CG. clicket_tezga_lin...	11
CP. clicket_univerzite...	11
Y. clicket_eurocc_link...	10
BH. clicket_inpek_lin...	10
BP. clicket_plant_link ...	10
CS. clicket_virnarija-...	10
BB. clicket_foodhub_...	9
BJ. clicket_jafa-kome...	9
BL. clicket_mamex_li...	9
BS. clicket_raz_link - ...	9
CT. clicket_wagening...	9
B. clicket_agripreneu...	8
F. clicket_agroimpex_...	8
G. clicket_agrovoce_l...	8
I. clicket_aimhigh_lin...	8
BI. clicket_intera_link...	8
CH. clicket_trace-wi...	8
CU. clicket_western-...	8
V. clicket_dipol_link -...	7
BN. clicket_organic-f...	7
CN. clicket_univerzit...	7
K. clicket_bht-code_l...	6
S. clicket_bht-code_l...	6
BQ. clicket_plantaze_...	6
BW. clicket_sioux_lin...	6
CQ. clicket_univerzit...	6
X. clicket_enovitis_lin...	5
BE. clicket_holoscop...	5
BM. clicket_mant_lin...	5
CB. clicket_tagitwine...	5
CO. clicket_univerzit...	5
BF. clicket_icbl_link -...	4
CK. clicket_university...	3
BH. clicket_inpek_lin...	1
BI. clicket_intera_link...	1
BJ. clicket_jafa-kome...	1
CA. clicket_syswin_lin...	1
CD. clicket_telegroup...	1
CF. clicket_termodro...	1
CG. clicket_tezga_lin...	1
CK. clicket_university...	1
CN. clicket_univerzit...	1
CQ. clicket_univerzit...	1

The organization of this interactive event in 2022, in addition to being a significant project activity, also represented a serious challenge in implementation, bearing in mind the reduced importance of online events after the pandemic.

After the successful implementation of the event, over a two-year period, certain conclusions can be drawn:

- online events can still be attractive activity formats if they have quality content,
- current related topics in the format of lectures at such events may be of interest to a wider audience,
- panel discussions are a quality tool for transferring practical experiences,
- virtual stands are interesting for visitors, if we are talking about new stand settings or old stands with current contents,
- virtual fairs are an excellent tool for raising the visibility of project activities.

Based on two years of experience, it can be said that the virtual fair can have the character of a sustainable activity in the coming period.

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