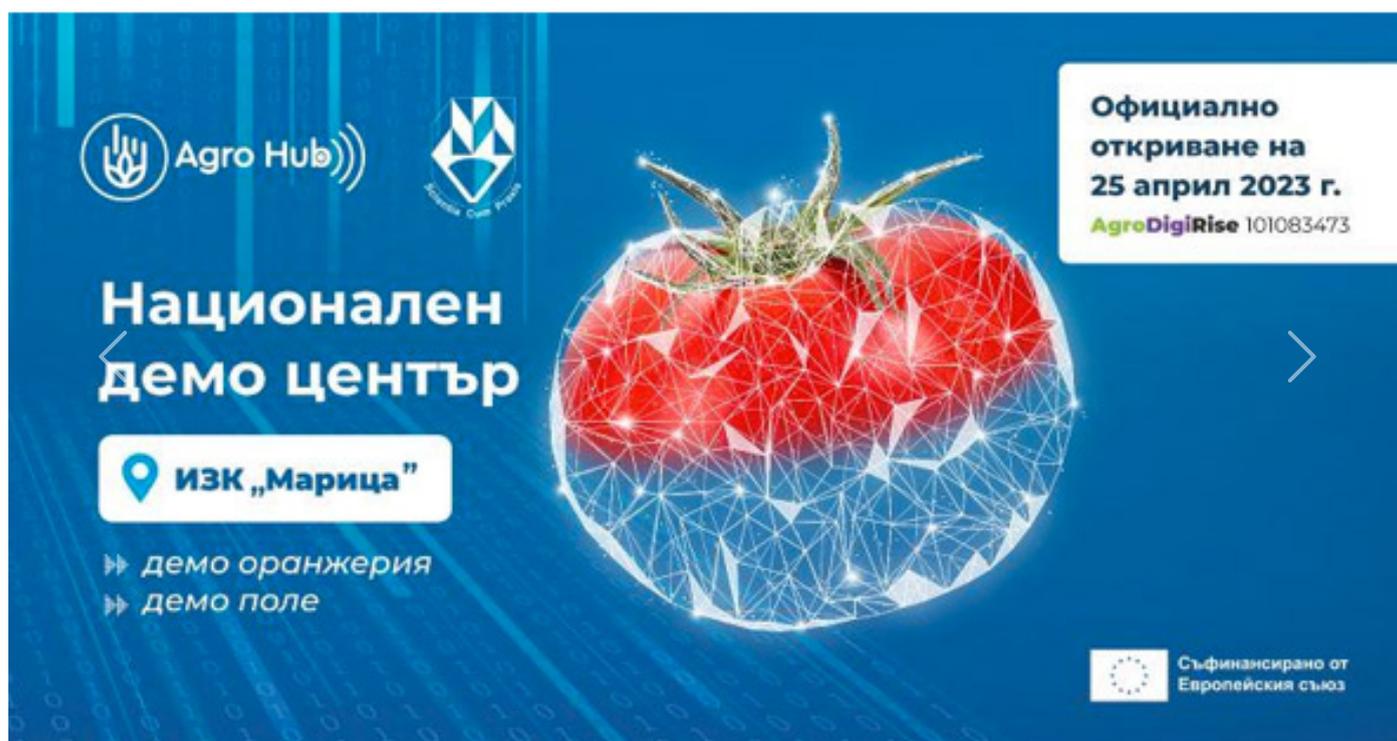


National Demo Center for Digital Solutions in Agriculture Opens Its Doors at RIMC "Maritsa"

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The National Demo Center for Digital Solutions in Agriculture of the European Digital Innovation Hub AgroHub.BG will launch its activities on 25 April at the Maritsa Vegetable Crops Research Institute (VCRI) in Plovdiv. This first demo point is part of the technological infrastructure of the European Digital Innovation Hub AgroHub.BG, which will provide completely free of charge to farmers and small and medium-sized enterprises the service “testing before investing”. On this day, the official start will be given to demonstrations in the technologically equipped “smart” greenhouse with a system for precision irrigation, fertilization and climate control and more than 300 tomato varieties.

The Maritsa Vegetable Crops Research Institute of the Agricultural Academy is the first of 16 demonstration points being established on the territory of Bulgaria within the framework of the project *AgroDigiRise*, funded under the “Digital Europe” programme, with a focus on precision agriculture, in which a consortium of 14 partner organizations is participating, among them the Agricultural University – Plovdiv. The aim of the consortium is to develop the potential of the agricultural sector by providing access to technological solutions and a set of services that support the digital transformation in agriculture.

The first demo point – VCRI “Maritsa” is part of the technological infrastructure of the European Digital Innovation Hub AgroHub.BG, which will provide completely free of charge to farmers and small and medium-sized enterprises the service “testing before investing”. This is part of the hub’s rich portfolio of services, which will provide access to operational new technologies and demonstrate their capabilities and benefits, and will enable the optimization of costs, resources and processes in agribusiness. In this way, farmers can make informed decisions regarding the implementation of new technologies.

On this day, the official start will be given to demonstrations in the technologically equipped “smart” greenhouse with a system for precision irrigation, fertilization and climate control and more than 300 tomato varieties.

Visitors will be able to see on site how the technologies work, to meet with experts and to develop their digital skills through innovative and interactive trainings. Already on the opening day of the National Demo Center, a series of useful workshops on various topics have been prepared, related to the collection of spatial data by remote methods, vegetation mapping and the use of the results for taking “smart decisions”, as well as prescriptions for precision fertilization of tomatoes, depending on the growth stage of the plants and the soil nutrient status.

A special panel in the event programme will be dedicated to the key elements of the Strategic Plan for the Development of Agriculture and Rural Areas of the Republic of Bulgaria and practical guidelines for using the investments envisaged therein.

This will be a different kind of day, with a rich programme of technology demonstrations, workshops, opportunities and expertise at the highest level. In addition to invaluable knowledge and skills for the work and business of farmers, on the opening day of the National Demo Center, AgroHub.BG has also prepared many surprises for its guests.

Event programme: <https://agrohub.bg/national-demo-center-grand-opening/>