

# Agritech Innovation Challenge

November 14, 2016

The **Agritech Innovation Challenge** will take place on November 14 in Kelowna, BC.

This one-day event will provide a platform for the agrifood sector to communicate their challenges and needs to a select audience of BC innovators including startups, established companies and researchers.

Attendees will engage in discussions on how to address the challenges identified by BC's agriculture industry. There will be also significant opportunities for:

- agrifood companies to explore potential benefits of tech adoption;
- agritech companies to mold product innovations to better serve the agrifood industry; and
- BC tech companies to discover a growing market opportunity.

## Mark your calendar for the Agritech Innovation Challenge:

- November 14, 2016
- 8:30am – 5:30pm
- Kelowna, BC

The **Agritech Innovation Challenge** is an initiative of the Ministry of Agriculture, BC Innovation Council and *Growing Forward 2*, a federal-provincial-territorial initiative.

Watch for more details in September.

