



# Launch Event Digital Agri Hub for Latin America & the Caribbean

18 January 2022

Guatemala and Honduras 09:00, Peru 10:00,  
Bolivia 11:00, CET 16:00

Registration through [this link](#)

## Introduction

We are very happy to announce the launch of the [Digital Agri Hub](#) for Latin America and the Caribbean (LAC). We will be exploring with key stakeholders the present state and the potential of digitalisation for agriculture (D4AG) in LAC, with a special attention to small-scale producers and their organisations (producers organisations, cooperatives, etc.).

In the event we will present the activities of the Digital Agri Hub including the dashboard which, among the others, allows to select and visualise digital solutions for agriculture developed for LAC. We will also present experiences from the project [AGRIdigitalización](#), and showcase the work of a number of D4AG service providers operating in LAC. There will be opportunities for all participants to interact with the speakers and give feedback.

### PROJECT PARTNERS



## Programme

Time (CET)	Session
16:00	<b>Welcome and Introduction by the Digital Agri Hub</b>
	<b>Setting the scene</b>
	Rural connectivity in a COVID context – experiences and lessons from AGRIdigitalización Project
	E-commerce trends: statistics, consumer behaviour
	Digitalisation and transparency in the Agri-Finance sector
	<b>Short pitches and virtual trade show of solution providers for LAC</b>
	<b>Demonstration of the Digital Agri Hub dashboard with D4AG solutions in LAC</b>
	<b>Closing and next steps</b>
18:00	<b>Meeting ends</b>

## Modality

This is an on-line event on the Zoom platform. The event will be in Spanish and with live interpretation to English for the plenary sessions. There will be room for participants to interact with the presenters.

The event is co-organized by the Digital Agri Hub and [Agriterrra](#).



## Digital Agri Hub

The Digital Agri Hub tracks the development of the digital agriculture (D4Ag) sector in low- and middle-income countries. Acting as a multi-actor knowledge broker and matchmaking platform, the Hub focuses on leveraging inclusive digital solutions for development and provides a unique perspective for scaling up and investing in digital agricultural innovations.

The project is led by Wageningen University and Research (WUR) in partnership with GSMA, Grameen Foundation and the Netherlands Advisory Board on impact investing (NAB).

Digital Agri Hub is a project funded by the Bill & Melinda Gates Foundation, the United Kingdom's Foreign, Commonwealth & Development Office (FCDO) and the United States Agency for International Development (USAID).