

For fresh fruit and vegetable marketing and distribution in Asia



By Carl Collen

Monday 3rd August 2020, 13:51 GMT

Syngenta event goes virtual

Fields of Innovation takes place on 21-25 September, showcasing new varieties and offering genuine value through innovation



Syngenta has announced that its **Fields of Innovation event will take place virtually this year, on 21-25 September**, allowing the company to showcase the very best innovations and varieties it has to offer.

According to Syngenta, for Fields of Innovation it has created a digital world in which growers and the entire value chain will be able to connect with international experts through unique 3D imagery, videos, technical information and live contact.

Attendees will find out how Syngenta is creating value through innovation, using R&D to bring new advances to market that keep pace with customers' needs and changing farming conditions.

Qualities such as improved heat tolerance and more efficient harvesting are just some of the breakthroughs on show, the group outlined, while the event will aim to help create conversations and partnerships at a time when Covid-19 has created uncertainty.

Going virtual means Syngenta is still able to share its expertise and portfolio of over 2,500 varieties, with the company

recognising the important role events such as Fields of Innovation play in being able to discuss and debate the latest insights.

Paolo di Lernia, head of global marketing communications for vegetable seeds, confirmed that the purpose of Fields of Innovation, whether it takes place physically or virtually, remained the same.

"Despite the challenges, we still want to give everyone concerned the chance to discover our innovative, high quality crops and connect with international experts," he said. "This has always been our approach at Syngenta Vegetable Seeds and never more so than through Fields of Innovation.

"That's why it was so important to us that we explore new and exciting solutions that enable us to hold the event virtually," Di Lernia explained. "This way, we can introduce the entire value chain to innovations that are bringing genuine value, including new varieties that make a real-world difference through improved reliability, increased shelf life and by meeting modern consumer needs."

The virtual edition of Fields of Innovation will go live during the same week the physical edition was due to, from 21 to 25 September.

"During that week, a lot of people call 'Week 39', we will allow visitors to access the field virtually," said Brigitte van der Steen, project lead Fields of Innovation. "It will be combined with a 3D experience, whereby, as a visitor, you can browse the entire trial field, selecting crops that interest you.

"You'll be able to dive further where you will be shown videos, discover the characteristics of various varieties and even ask questions to a field expert right then and there," she outlined. "As you work your way through the fields you can collect information in your 'goodie bag' which will be sent to you by email when you log out – thereby bringing all the information that is of interest, home with you. Of course, you can always rely on our expertise, whether you are sitting alone at home, in the office or in the field, in front of your computer or on your smartphone, we will be there for you."

<http://www.fruitnet.com/asiafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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