



# Future of Technology in Rural Agriculture

Location: Amsterdam Connected

Date: 14.09.2016

Time: 18:00 -21:00

Email: [felix@greenfingersmobile.com](mailto:felix@greenfingersmobile.com)

RSVP: [RSVP link](#)

Invitation – “Future of Technology in Rural Agriculture”

On behalf of the [GreenFingers Mobile](#) and Permanent Beta, I am pleased to invite you to our evening showcase “Future of Technology in Rural Agriculture.”

Agriculture is at the center of livelihoods for the majority of people in developing countries. Most cultivate on less than 2 hectares of land and earn less than \$2 a day, as they struggle to access the formal food economy and remain trapped in a cycle of poverty. In rural areas with poor infrastructure the pervasive presence of mobile technology can play a pivotal role in uplifting the lives of smallholder farmers, enabling them to engage with large buyers and their multinational value chains with greater efficiency and transparency.

We invite you to attend “Future of Technology in Rural Agriculture” to explore how the use of mobile technology can contribute to the development of inclusive and ethical agricultural value chains.

The evening will commence with a showcase of interesting projects and initiatives that are uplifting the lives of thousands of smallholder farmers, followed by ample time for discussion and the exchange of ideas and networking.

We look forward to seeing you on the 14th of September at the Amsterdam Connected from 18:00 onwards.

Yours sincerely,

Felix Philipp & Jan-Henk Bouman