

# [Launch of Smart Farm Pilot at EXPO in Paraguay](#)

The event will take place next July 15 at 19:00 Hs., at the Annual Expo of Mariano Roque Alonso exhibit, the largest annual agribusiness fair.

Local authorities and guests linked to the agricultural and cattle sector, as well as businesses will be in attendance. Representatives from UK-based businesses that work on Agri-Tech will also be present, offering their products to the agriculture sector in Paraguay. The companies will take part in business round tables during their visit to Paraguay.

The objective of the Paraguay Satellite Demonstration Farm is to provide an initial monitoring test facility to validate cutting edge British technologies that have the potential to significantly improve agricultural productivity for farming systems in Paraguay.

This first pilot is in implementation phase at a private cattle ranch, located in the San Pedro district in the north of the country. The results of this pilot have proven the value of the technology to increase farm profitability and suitability for promotion of their adoption in Paraguay and other countries in the region. As the British Ambassador in Asuncion, Matthew Hedges said:

The launch of this pilot is the culmination of years of careful work between the Foreign Commonwealth Office, through our Embassy in Asuncion, the Department of International Trade and British businesses offering cutting-edge technology for agribusiness.

We hope this is the first of many business opportunities to take advantage of the innovation the UK has to offer

## **GREAT Campaign**

The launch of the Smar Farm pilot received support from the GREAT campaign, a cross-Government initiative aimed to showcase the best of the UK and encourage people to visit, do business, invest and study in the UK. It is the Government's most ambitious international promotional campaign ever, uniting the efforts of the private and public sectors to generate jobs and growth for Britain.

## **Further information**

If you want to learn more about the pilot farm, visit the website of the [AgriEpi Centre](#).

For other information about the launch, contact Karina Rodriguez, Political and Communications Officer at the British Embassy in Asuncion, at [Karina.Rodriguez@fco.gov.uk](mailto:Karina.Rodriguez@fco.gov.uk).

For more information about the events and activities of the British Embassy in Paraguay, follow us on: