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## Session #2 – Agri-Tech Challenges, Open Call & Matchmaking Guidance

Tuesday, 24 March 2026 • 15:30–17:00 (90 min) • Online • Information Session

### About this session

The second GATE5.0 networking session was the largest of the programme, attracting 136 participants from across Europe. Building on the foundational context established in Session #1, this session placed greater emphasis on the Agriculture 5.0 challenges facing the agrifood sector, using concrete examples to illustrate the types of innovation that the Open Call is designed to support. Participants received further guidance on the B2Match platform, consortium formation, and the preparation of competitive joint proposals. The session played a pivotal role in motivating participants to complete their platform profiles and initiate matchmaking interactions.

### Session impact at a glance

**136**

Participants attended

**96**

Technology SMEs

**40**

Agrifood SMEs

**30**

European countries represented  
(platform-wide)

**406**

Meeting requests initiated (platform  
total)

**90 min**

Session duration

## Key topics covered

Session #2 combined thematic depth with practical guidance, structured around the following areas:

- Agriculture 5.0 challenges: operational inefficiencies, lack of automation, fragmentation of digital systems, and sustainability pressures
- Technology landscape overview: AI, IoT, precision agriculture, integrated management platforms, and data analytics
- Open Call update: clarification on eligibility, scope, and consortium requirements based on participant questions from Session #1
- Advanced B2Match guidance: optimising profiles, using the partner search function, and preparing for pitch presentations
- Collaboration models: how Agrifood and Technology SMEs can structure complementary roles within a GATE5.0 project consortium

## Challenges and solutions landscape

### Top agrifood challenges discussed

- Reliance on manual labour in production and packaging
- Lack of integrated digital management systems
- Difficulties scaling operations without automation
- Limited traceability and data visibility across supply chains
- Pressure to reduce environmental impact and improve sustainability

### Technology solutions of high interest

- AI-powered factory and production management systems
- Interoperable data platforms connecting multiple operational tools
- Precision agriculture: sensors, satellite imaging, targeted input application
- Automation solutions for bottling, processing, and handling
- Sustainability analytics: emissions monitoring and resource optimisation

## Outcomes and follow-up

Session #2 generated the highest attendance of the programme and marked a turning point in platform engagement. The detailed presentation of Agriculture 5.0 challenges resonated strongly with Technology SME participants, who could clearly identify use cases relevant to their own solutions. Agrifood SME participants gained a broader understanding of the technological options available and became more active in their platform interactions following the session.

In the days following Session #2, the number of meeting requests on the B2Match platform increased significantly, with participants actively applying the guidance provided on profile optimisation and partner discovery. The session also generated increased interest in the Pitch & Connect sessions scheduled for April, with a notable rise in pitch profile completions.

## Access this session

**Session recording and details:** <https://www.b2match.com/e/gate50-matchmaking-agri-tech-community/sessions/c2Vzc2lvbjoyMTU0NDc=>

**GATE5.0 Community Hub:** <https://www.b2match.com/e/gate50-matchmaking-agri-tech-community>