



MEMORY 2025

ACTIVITY REPORT

FEMAC 2025



WELCOME FROM THE PRESIDENT

JOSEP R. PONS



One thing became clear in 2025 is FEMAC isn't just growing, it's evolving. It's growing in size, but above all, in impact. Every new company that joins, every project we promote, and every connection we forge reinforces the cluster's role as a driving force for transformation in the agri-food sector.

Beyond the numbers, this year has been marked by our ability to do things differently. We have strengthened our international presence, forged new alliances, and continued to invest in projects that connect technology, sustainability, and competitiveness. Initiatives such as startup accelerators, strategic networking events, and new communication formats have helped to give greater visibility and a voice to the talent we have in the region.

This has also been a year in which we've focused on people: emerging talent, the role of women in the sector, and the need to create real opportunities for new generations. Because we know that the future of the sector will depend not only on the technology we develop, but also on our ability to attract, retain, and develop that talent.

We are living through a time of profound change, with increasingly complex challenges: digitalization, sustainability, and new production models. In this context, FEMAC aims to continue being a space that supports, connects, and helps transform these challenges into opportunities.

None of this would be possible without the involvement of all the people and companies that are part of it. Thank you for your trust, your commitment, and for making this collective project possible. Let's look towards 2026 with determination, with new goals ahead, and with unwavering conviction: only through collaboration will we be able to build a more innovative, competitive, and socially responsible sector.

Thank you for being part of FEMAC.

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The Cluster

2025 was a year of consolidation for FEMAC as a leading cluster for agricultural machinery and production equipment in Catalonia. In a context marked by technological transformation, sustainability, and the need to strengthen the sector's competitiveness, FEMAC continued to act as a hub connecting companies, knowledge centers, and innovation agents.

As a private, non-profit association, FEMAC brings together manufacturing companies, AgTech startups, technology centers, universities, and other entities linked to the agricultural production value chain. This diversity allows for the promotion of collaborative projects, the generation of new business opportunities, and the facilitation of knowledge transfer to the productive sector.

Throughout 2025, the cluster strengthened its activity through innovation projects, entrepreneurship programs, internationalization initiatives, technical workshops, and networking events. It also continued to promote the adoption of new technologies, talent acquisition, and collaboration among companies to address the sector's main challenges.

With a strategy focused on innovation, sustainability and business growth, FEMAC continues working to build a more competitive, connected agricultural sector prepared to face the challenges of the future.

In 2025 in figures



FEMAC ECOSYSTEM

During 2025, FEMAC has consolidated its business and knowledge ecosystem, maintaining a diverse and connected community that drives innovation and transformation:

- 83 active members
- 7 segments represented



AGROPODCAST

The second season has reinforced its role as a leading platform that gives voice to professionals, companies and initiatives that are transforming the agri-food sector.

- 2 seasons published
- 11 episodes produced during 2025
- Over 1,120 views on YouTube



FEMAC'S IMPRINT ACTIONS

FEMAC's own initiatives, such as AgroPodcast, Emprèn Agro Cat, FemAgroTIC, Agromizona and CursosAgricultura.com, have continued to strengthen the cluster's position, promoting talent, entrepreneurship, innovation and knowledge transfer.



PROJECTS

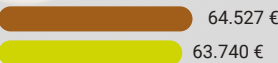
Throughout 2025, FEMAC continued to promote and participate in several strategic projects at the local, national, and European levels. Initiatives such as SAVFOIA, AGRIFOOD4FUTURE, IA-DESHERBATGE, and SMARTFARM BRACELET reflect the cluster's commitment to innovation, digitalization, and sustainability in the sector.

Economic management

Income concepts

2025 2024

Membership fees



Grants



Services

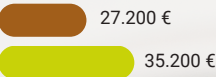


Expense categories

Personnel expenses



Overhead costs



Variable expenses



Result of the exercise



Financial situation

	2025	2024
TOTAL ASSETS	691.729,74	753.471,08
Non-current assets	1.035,90 €	1.517,72 €
Current assets	690.693,84 €	751.953,36 €
BALANCE SHEET LIABILITIES	691.729,74	723.471,08
Equity	301.123,82 €	418.340,60 €
Non-current liabilities	269.320,93 €	255.202,85 €
Current liabilities	121.284,99 €	79.927,63 €

Membership fees have increased slightly compared to the previous year. Income from grants and services has also increased, reflecting the cluster's activity and the consolidation of projects undertaken during the year.

Regarding expenses, it is worth noting the reduction in personnel and structural costs compared to 2024. In contrast, variable expenses have increased.

The financial situation remains stable compared to the previous year.

In 2025 in figures

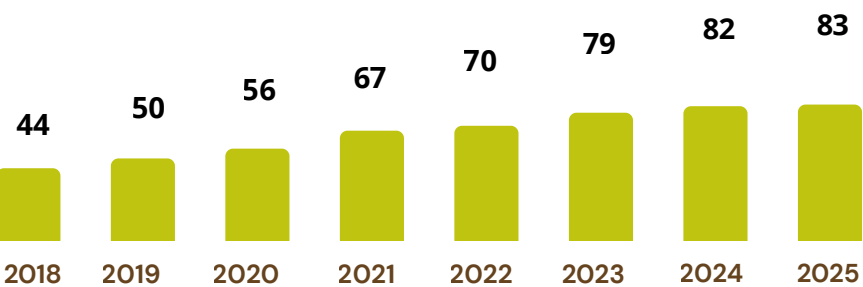


Figure 1: Evolution of the social mass 2018-2025 Source: Own elaboration

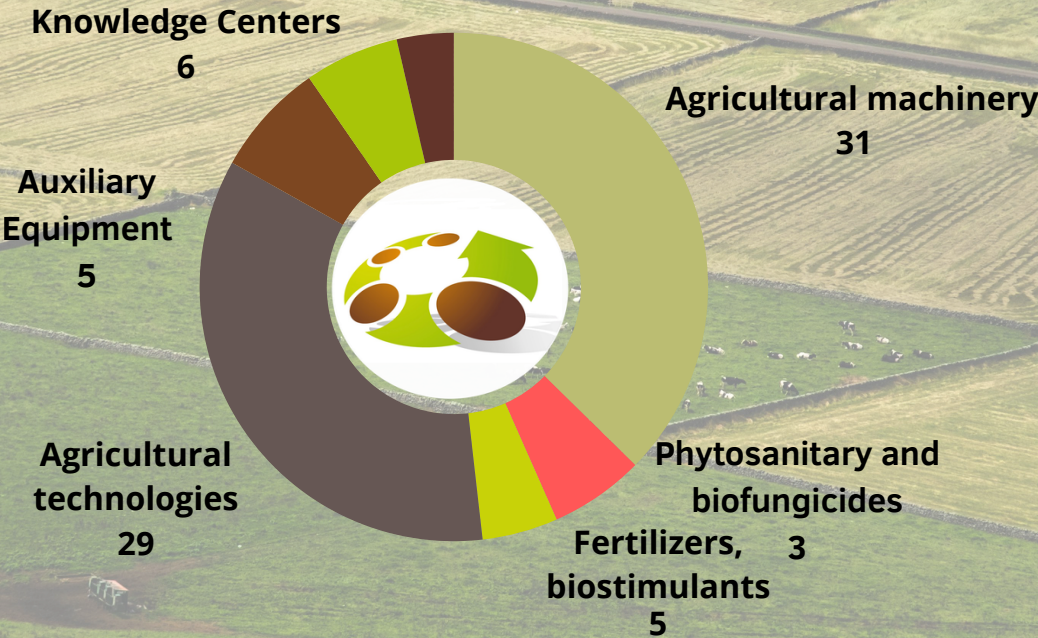
The FEMAC Cluster has historically been characterized by a smaller membership base than other Catalan industrial clusters, a reality conditioned by the size of the sector itself. However, the diversification of the value chain promoted since 2016 has allowed for a progressive expansion of its membership base and the incorporation of new business and technological profiles.

This evolution has resulted in sustained growth over the last few years, going from 44 members in 2018 to 83 active members in 2025.

One of the most notable aspects of this growth has been the incorporation of AgTech companies and technology startups, which have become an increasingly relevant player within the FEMAC ecosystem. This segment now represents a significant portion of the cluster's membership and demonstrates the growing digitalization and technological advancement of the agri-food sector.

The current composition of FEMAC also shows the diversity of the agents that are part of the cluster, with a prominent presence of agricultural machinery companies, AgTech companies, knowledge centers, biostimulant and fertilizer companies, auxiliary equipment, plant protection products and entities linked to communication and sector promotion.

This continued growth reinforces FEMAC's position as a leading meeting point for innovation and competitiveness in the sector, consolidating an increasingly diverse and connected community.



Governance and management

The Board of Directors is the governing body of the cluster which, in accordance with the provisions and guidelines of the General Assembly, has the function of coordinating and promoting the actions of the association.

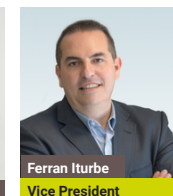
The term of office for the current Board extends from December 2023 to December 2027. It meets quarterly, at a rotating venue, and is responsible for defining strategic lines, monitoring operational activity, and ensuring compliance with the cluster's objectives based on efficiency and impact criteria.

The FEMAC Cluster's team remains one of its greatest assets, and is a key element in the organization's commitment to excellence, innovation, and competitiveness in the sector. Their dedication and professionalism are essential to continue driving the growth and sustainability of the agricultural machinery and production equipment ecosystem.

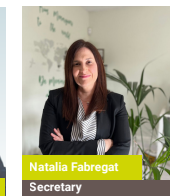
Board of Directors



José R. Pons
President



Ferran Iturbe
Vice President



Natalia Fabregat
Secretary



Happy Simon
Board member



Miquel Gibert
Board member



Geneva Sola
Board member



Marta Pradas
Board member



Xavier Riba
Board member



Marc Majós
Board member



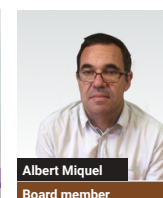
Olga Martín
Board member



José Solans
Board member



Gabriel Anzald
Board member



Albert Miquel
Board member



Xavier Gili
Board member

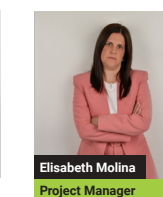


Xavier Corbella
Board member

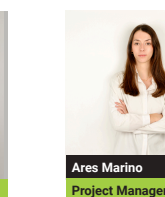
Cluster Team



Enric Pedrós
Cluster Manager



Elisabeth Molina
Project Manager



Ares Marino
Project Manager

Projects

Regarding European projects and high-impact R&D initiatives, 2025 was a year focused on consolidating and continuing the lines of work initiated in previous years. The cluster prioritized strengthening projects with long-term potential and transformative capabilities, emphasizing their implementation, development, and effective transfer to the sector.

This approach reflects a clear commitment to optimizing resources and maximizing impact, building upon existing initiatives and established partnerships at both the national and European levels. Instead of expanding the number of projects, the focus has been on deepening those that offer the greatest value, ensuring their alignment with the sector's strategic challenges and European priorities in sustainability, digitalization, and talent development.

During this period, the projects have advanced through key phases of development, validation and application, contributing to generating more solid results and consolidating stable collaboration dynamics between companies, technology centers and other agents in the ecosystem.





ACCIÓ Generalitat de Catalunya

◀ IA-DESHERBATGE

This project focuses on the study, design, and manufacture of a mechanical weeding system based on artificial intelligence. It uses computer vision and machine learning to accurately identify and eliminate weeds, reducing herbicide use and improving agricultural efficiency.

	Budget: €99,503 Grant: €69,668.76		01/01/2024 01/08/2025
	Call: IRC 2022 ACCIÓ		project website
	Partners: INGENIERIA DAITEC, SL - TALLERS RIBACAR - JYMPA FUTURAGRO, SL - CLÚSTER FEMAC		



ACCIÓ Generalitat de Catalunya

◀ SMART FARM

Project to develop a smart bracelet that monitors the health and environmental conditions of agricultural workers in real time, with the aim of improving workplace safety and sustainability.

	Budget: €166,078 Grant: €86,158.08		01/06/2024 31/12/2025
	Call: Nuclear zone reinforcement projects		project website
	Partners: RAWDATA, SL - CERIMA CHERRIES, SL - SENIOR DOMO SL		

SAVFOIA



Generalitat de Catalunya
Departament d'Acció Climàtica,
Alimentació i Agenda Rural
Secretaria d'Acció Climàtica

◀ SAVFOIA

The SAVFOIA Operational Group wants to test a tool, based on the use of Artificial Intelligence, to optimize the management of livestock manure and agricultural fertilization, and achieve sustainable joint management.

	Budget: €307,696.00 Grant: €249,640.80		01/08/2024 31/12/2026
	Call: Operational Groups (AEI-Agri)		project website
	Partners: LEITAT, GILI INMOFINQUES 2020 SLU; ARMENGOL AGROPECUARIA SLU		



◀ BIOFERTIMAQ

The project focuses on boosting the competitiveness of liquid organic biofertilizers and gels in the Catalan agricultural market, through multidisciplinary research ranging from market analysis to the transfer and implementation of technical and strategic innovations.

	Budget: €99,885.27 Grant: €63,252.45		15/09/2025 31/08/2026
	Call: IRC ACCIÓ 2025		BIOFERTIMAQ
	BETA Technological Center, Cultilogic, Fertiebro		



◀ SUAVE

A European project dedicated to promoting sustainable and resilient urban food systems through urban agriculture. It has supported SMEs with R&D and green and digital transition initiatives, fostering a multi-stakeholder approach and citizen participation.

	Budget: €1,401,534 Grant: €37,961		15/05/2023 17/04/2025
	Call: SMP-COSME-2021-CLUSTER		SUAVE PROJECT
	Partners: FEMAC; Vegepolys - France; UNIMOS - Poland; InnosKart - Hungary; AgriFood - Lithuania		



◀ SMART DROPLETS

A European project developing an advanced, intelligent spraying system based on AI, digital twins, and autonomous tractors with direct injection, to reduce chemical use and minimize environmental impact. It adopts a holistic approach, combining data, robotics, and training to contribute to the Green Deal goals.

	Budget: €3,175,475 Grant: €79,781		15/09/2023 17/12/2025
	Call: HORIZON-CL4-2021-DIGITAL-EMERGENT-01		Smart Droplets
	Partners: FEMAC; EURECAT -ES,VizLore -SER,FoodScale SR,Agroma - GR,Wageningen -NL,Univ. Athens -gr,Agroalimentación-LIT,AGREEN-CULTURA-FR		



◀ I3-4-BIOFERTILIZERS

A European project that promotes interregional cooperation to create a new value chain in biofertilizers and the circular bioeconomy. It supports SMEs and startups with funding, advice, and pilot projects to foster innovative solutions for more sustainable agriculture.

	Budget: €9,113,149.35 Grant: €244,489.08		01/09/2024 31/08/2027
	Call: Interregional Innovation Investment Instrument (I3)		I3-4- BIOFERTILIZERS
	Partners: BETA Technological Center; FEMAC; DASA ELFER		



◀ AGRIFOOD4FUTURE

An ERASMUS+ project that promotes vocational training in the agri-food sector through the creation of Centers of Excellence. Focused on digitalization, decarbonization, and sustainability, it fosters new skills, entrepreneurship, and an innovative vision to prepare the sector for future challenges.

	Budget: €3,385,250 Grant: €58,302		15/09/2023 17/09/2027
	Call: ERASMUS-EDU-2022-PEX-COVE		AGRIFOOD4FUTURE
	Partners: Catholic University of the Sacred Heart - IT + 22 MEMBERS		



Featured activities

FEMAC has continued to consolidate its position as a leading agent for promoting competitiveness, innovation, and transformation in the sector. Throughout 2025, the cluster has deployed a broad portfolio of activities aimed at generating value for its member companies and for the entire agri-food ecosystem.

Throughout the year, FEMAC has promoted collaborative projects, entrepreneurship and acceleration programs, knowledge transfer activities, internationalization initiatives, specialized services, and sector-specific communication projects. This set of actions has strengthened connections between companies, technology centers, government agencies, and innovation stakeholders, fostering the creation of new business opportunities and collaborations.

Programs such as Emprèn Agro Cat, group participation in international fairs and events, specialized technical workshops, visits to leading innovation centers, and dissemination and promotion services promoted through platforms such as Agromizona and Agropodcast have contributed to consolidating FEMAC's role as an engine of innovation and development in the sector.

The following pages contain a selection of the main activities carried out during 2025, which reflect the cluster's commitment to business growth, technological innovation and the building of a more competitive, sustainable and connected agri-food sector with the challenges of the future.

FAIRS



Trade fairs during 2025

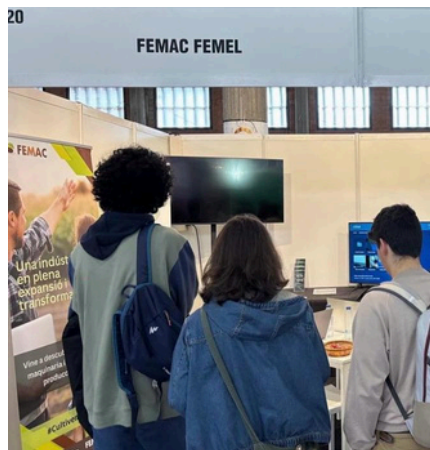
Throughout 2025, FEMAC continued to promote the internationalization, innovation, and competitiveness of the sector through participation in trade fairs and strategic events. During the year, the cluster coordinated the presence of its member companies at leading international events such as GreenTech Amsterdam, Fruit Attraction, and Expo Agroalimentaria GTO in Guanajuato, fostering international exposure and generating new business opportunities.

At the same time, FEMAC has reinforced its commitment to innovation and talent with its participation in the Agrobiotech Forum, its presence at FormaOcupa and its collaboration in leading initiatives in the sector such as the Sant Josep de Mollerussa Fair and its Innovation Awards.



FormaOcupa Fair

14/02/2025



FEMAC participated, together with FEMEL, with its own stand at the FormaOcupa trade fair in Lleida, an event focused on training, employment and career guidance.

The cluster's presence in this space was in response to the desire to bring the sector closer to young people, students, and people in the process of career reorientation.

During the event, professional opportunities linked to the sector were presented, with special emphasis on emerging technical and technological profiles related to digital agriculture, mechanization and agri-food innovation.

The potential of the sector as a stable professional development area, capable of generating skilled and quality employment, was also highlighted.

Innovation Award of the Mollerussa Fair

20/03/2025



FEMAC was present at the Sant Josep de Mollerussa Fair, one of the leading events in the Catalan agricultural sector, which annually brings together companies, professionals and institutions linked to innovation and technology applied to the field.

Within the framework of the fair, the partner company PomaVall was recognized with the Innovation Award for a technological solution aimed at optimizing the harvesting of apples and other fruits from the ground, capable of achieving high levels of productivity and efficiency.

Greentech Amsterdam Fair

10/06/2025



FEMAC participated in GreenTech Amsterdam, one of the leading international trade fairs in the fields of horticulture, advanced agricultural technologies, and innovation applied to plant production. This action is part of the cluster's internationalization strategy to strengthen the international presence of its member companies and facilitate their access to top-tier markets and innovation ecosystems.

This edition included the participation of partner companies DASA, Geoentec, Smart Sowing Systems, Grupo Delsa and Araymond Agriculture.

Participation allowed us to present innovative solutions to a specialized audience, establish contacts with potential clients and international partners, and learn about the latest trends in digitalization, automation, sustainability, and precision agriculture.

Fruit Attraction Fair

30/09/2025



FEMAC promoted a group participation of member companies in Fruit Attraction 2025, one of the most important international trade fairs in the fruit and vegetable sector and one of the main meeting points for companies that produce, distribute and supply agricultural technology.

In this edition, the companies Argilés, Biocontrol Technologies, DASA, Araymond Agriculture, Arvipo and Intechpal participated together under the umbrella of the cluster, sharing space and synergies to showcase their solutions and technological capabilities.

The group participation helped to strengthen the international visibility of the member companies, facilitate the generation of business contacts and promote innovation and business collaboration.

Fira Expo Agroalimentaria GTO 2025

11/11/2025



FEMAC coordinated a new group participation in the Expo Agroalimentaria GTO in Guanajuato, one of the leading agri-food fairs in Latin America and a strategic space for the international projection of companies in the sector.

In this edition, the partner companies BATSI, C.A. BOVI, CAL ABELLA and PROMISOL were part of the group action organized by the cluster, with the aim of publicizing their solutions and exploring new commercial opportunities in the Mexican and international market.

In addition, other associated companies such as JUSCAFRESA, AMP SPRAYERS, TRIGINER, ARAYMOND AGRICULTURE, SAHER and GILI GROUP were also present at the fair.

Fira Agrobiotech Innovation Forum

25/11/2025



FEMAC participated in the Agrobiotech Forum with its own stand from which it gave visibility to the 2nd edition of Emprèn Agro Cat, the accelerator aimed at promoting entrepreneurship and innovation in the agri-food sector.

The space served as a meeting point for the participants of the second edition of the program, promoting the exchange of experiences and the creation of synergies between entrepreneurs, companies and agents of the agri-food ecosystem.

At the same time, numerous FEMAC member companies participated in the fair as exhibitors, showcasing their innovative solutions and contributing to strengthening the cluster's position as a benchmark in technology and innovation applied to agriculture.

Conferences



Conferences during 2025

Throughout 2025, FEMAC continued working to strengthen the competitiveness, innovation, and international reach of its member companies through a comprehensive program of workshops, technical sessions, and knowledge visits. These activities provided companies with access to emerging trends, management tools, and practical experiences in strategic areas for the sector.

Among the most noteworthy initiatives were sessions on internationalization, sustainability, and talent acquisition, as well as visits to leading innovation centers such as the Barcelona Supercomputing Center, the John Deere Innovation Center, and Vega Innova. Discussion and networking opportunities were also fostered, promoting knowledge exchange and generating new collaboration opportunities among cluster members.

Agrobank Conference 2025

13/02/25



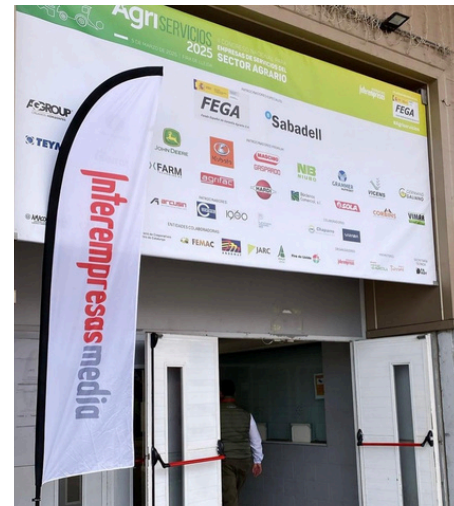
FEMAC participated in the AgroBank 2025 Conference, a benchmark meeting for the agri-food sector that brought together business, financial and institutional representatives to discuss the main future challenges of agriculture and livestock farming.

On behalf of the cluster, the president of FEMAC, Josep Ramon Pons, spoke, highlighting the importance of supporting agricultural producers, considered the foundation of the entire agri-food chain.

He also emphasized the need to encourage generational renewal and to strengthen the attractiveness of the sector to guarantee its continuity and competitiveness in the coming years.

II National Congress of Agricultural Service Companies

05/03/25



FEMAC participated in the 2nd National Congress of Agricultural Services Companies (Agriservicios). The congress featured a strong presence of member companies from the cluster, both in the roundtables dedicated to innovation and technological evolution and in the exhibition area. Companies such as Niubo Maquinaria Agrícola, Hardi Iberia, Tallers Corbins, and Solà Grup participated in the discussions, sharing experiences and knowledge about the technological transformation of the sector.

At the same time, several associated companies, including Solà Grup, Arcusin, Talleres Corbins, Niubo Maquinaria Agrícola, Teyme, Juscafresa and Hardi Iberia, presented their solutions and innovations in the exhibition space, highlighting the innovative capacity and technological leadership of the companies linked to FEMAC.

Market Session on Mexico and Peru

06/03/25



FEMAC participated in the monographic session on the Mexican and Peruvian markets organized by ACCIÓ, a day focused on analyzing business opportunities and growth prospects for the sector in both countries.

The session allowed for a deeper understanding of market characteristics, the identification of relevant trends, and the exploration of potential access routes for companies interested in developing internationalization projects in the region.

Session on SHARED VALUE

25/03/25



FEMAC organized the "How to improve our competitiveness through Shared Value" conference, a session framed within the cluster's strategic sustainability axis and with the support of ACCIÓ.

The workshop, led by the consulting firm VIMET, provided an in-depth look at the concept of shared value as a business management strategy aimed at generating new business opportunities by addressing social and environmental challenges.

In addition, participants worked on a practical exercise to identify improvement actions applicable to their organizations, thus strengthening the ability of companies to integrate sustainability and competitiveness into their business strategy.

Online Session: Recruitment at Origin

10/03/25



FEMAC and FEMEL organized an online information session on recruitment from abroad with the aim of helping companies face the challenges related to talent acquisition and the lack of qualified professionals.

The session was led by ISPROX and focused particularly on recruitment opportunities for professionals from Peru.

The event also included the participation of ROS ROCA, who shared his experience in this field, creating a space for knowledge exchange and answering questions among the participating companies.

AGROBIOTECH trade fair presentation session

14/04/25



FEMAC organized an online session with the management and commercial team of Fira de Lleida to present the new Agrobiotech Innovation Forum project to the cluster's partners.

The event provided an opportunity to showcase the new format, thematic areas, and the opportunities it offers to companies, research centers, startups, and other stakeholders in the agri-food ecosystem.

In addition, participants were able to share impressions and put forward proposals with the aim of contributing to the development of an event that aspires to make Lleida a benchmark meeting point for innovation and technological transformation in the sector.

FEMAC Assembly & XII Strategic Immersion – Montseny

12 and 13/06/25



FEMAC held its annual assembly and 12th Strategic Immersion event in Montseny, a day of collaborative work and reflection among the cluster's member companies and organizations. The meeting served to review the year's activities, share key achievements, and analyze the challenges and opportunities that will shape the sector's future.

Taiwan Smart Week

3/09/2025



FEMAC participated in the Taiwan Smart Agriweek 2025 fair, one of the main Asian events specializing in smart agriculture, agricultural technologies and innovation.

The cluster's presence provided firsthand knowledge of the latest international trends in digitalization, automation, artificial intelligence and precision agriculture, as well as establishing contacts with companies, institutions and agents of the Asian AgTech ecosystem.

Virtual Agrotech Reverse Mission (MIVA 25)

16/06/2025



FEMAC collaborated with ACCIÓ in the dissemination and promotion of the Virtual Agrotech Reverse Mission (MIVA 25), an initiative aimed at connecting companies in the sector with international importers and distributors from 21 countries.

Within the framework of this action, the cluster supported the associated companies interested in participating, facilitating information and promoting their involvement in one of the main internationalization tools promoted by ACCIÓ.

The mission offered customized B2B meeting schedules with potential international business partners, helping to generate new business opportunities and strengthen the international projection of the participating companies.

“AI with real impact: the female contribution to the productive future”

10/09/25



FEMAC and FEMEL held another edition of the FemAgroTIC conference at the Gardeny Agrobiotech Park, an initiative designed to showcase female talent and promote innovation in the agricultural and industrial sectors. This third edition focused its discussions on the role of artificial intelligence as a tool for business and productivity transformation.

The day featured presentations by Laia Morales, specialist in generative artificial intelligence and founding partner of Bexperience, and Iolanda Simó, head of Territorial Development at Eurecat Lleida.

Several projects promoted by participants in the FemAgroTIC program were also presented, including initiatives developed by Agrodevices, Feixa Textòtica, Mas d'En Causa and Celler 28.12 and New Pasture, highlighting female entrepreneurship, sustainability and innovation applied to the agri-food sector.

Incoterms and Tariffs Session

15/09/25



FEMAC, in collaboration with Tree Logistics, organized a training day focused on Incoterms 2020 and the tariff situation in the United States, with the aim of helping companies to face the challenges of international trade with greater guarantees.

The session delved into the correct application of Incoterms, the distribution of costs and risks between buyer and seller, as well as the implications of tariffs and trade regulations on export operations

The event provided an opportunity to resolve practical questions and share experiences among the participating companies.

Visit to the John Deere Innovation Center at Vega Innova

25/09/25



FEMAC, together with the CAMPAG cluster, organized a technical visit to the John Deere Innovation Center in Parla and the Vega Innova agri-food innovation hub, promoted by the Ministry of Agriculture, Fisheries and Food.

During the day, the participating companies learned about innovation projects related to precision agriculture, digitalization, smart fertilization and irrigation optimization.

The visit also provided an opportunity to discover the entrepreneurship and acceleration programs promoted by Vega Innova, as well as to learn about the experience of startups such as Agrinpulse.

This activity facilitated the exchange of knowledge between companies, technology centers and innovation agents, reinforcing collaboration opportunities and the positioning of associated companies in the agritech ecosystem.

Visit to the Barcelona Supercomputing Center

08/10/25



FEMAC organized an exclusive visit for its member companies to the Barcelona Supercomputing Center (BSC), an international benchmark center for high-performance computing and home to the MareNostrum supercomputer, one of the most powerful in Europe.

The event allowed participants to learn firsthand about the applications of supercomputing in areas such as artificial intelligence, climate change, biomedicine, and precision agriculture.

Christmas Meeting and Lunch

12/12/25

FEMAC held its annual year-end meeting at the IRTA La Ràpita facilities, a day that brought together member companies and entities to review the activities carried out during 2025 and share the main lines of action planned for 2026.

The day was completed with a guided tour of the IRTA facilities, a networking lunch among the attendees and the traditional raffle of a Christmas hamper, strengthening the links between the members of the cluster.



Services



Services of 2025

Throughout 2025, FEMAC continued to promote its own initiatives aimed at generating value for member companies. Programs such as Emprèn Agro Cat, AgroPodcast, FemAgroTIC, Agromizona, and CursosAgricultura.com have contributed to fostering entrepreneurship, showcasing talent, promoting knowledge transfer, and expanding the impact of the cluster's activities through new formats and communication channels.

Emprèn Agro Cat



In 2025, FEMAC and AFRUCAT continued the Emprèn Agro Cat program with the aim of promoting new business initiatives linked to the agri-food sector. The program has become a key support system for entrepreneurship, providing tools, knowledge, and connections to transform ideas into projects with growth potential.

Throughout this edition, 13 entrepreneurial projects have been supported, focusing on key aspects such as defining the value proposition, market validation, business strategy, technological innovation, and economic viability. This process has culminated in the development of 5 business plans, strengthening the participants' preparedness to face future stages of consolidation and growth.

Collaboration with leading organizations in the entrepreneurial and agri-food ecosystem has enriched the program and generated new opportunities for networking, learning, and cooperation. Despite featuring entrepreneurs at earlier stages of development than in the previous edition, the program has helped strengthen participants' business skills and consolidate an entrepreneurial community connected to the challenges and opportunities of the sector.



5

Business plans developed

13

Entrepreneurial projects

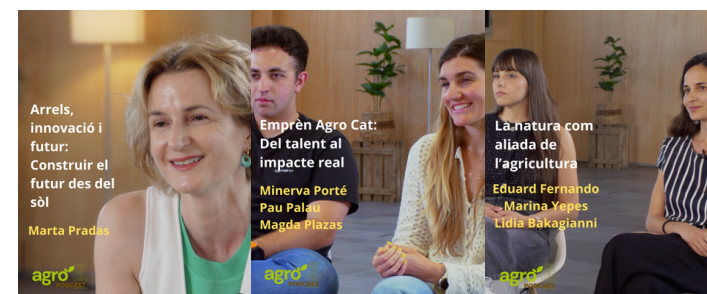
AgroPodcast



The second season of AgroPodcast has solidified its position as a leading platform for disseminating knowledge and experiences related to the Catalan agri-food sector. The project, spearheaded by FEMAC, has aimed to bring innovation, sustainability, and emerging trends in the sector closer to professionals, businesses, students, and the general public through an engaging, accessible format adapted to new digital channels.

During 2025, eleven episodes were produced and published, featuring professionals, business owners, entrepreneurs, and leading experts in the sector. The interviews addressed key topics such as digitalization, technological innovation, sustainability, generational shifts, entrepreneurship, and the future challenges of the agri-food industry. The diverse profiles of the participants provided a comprehensive and enriching perspective on the sector's realities.

In parallel, a specific dissemination strategy has been developed through social media, YouTube, Spotify, and FEMAC's digital channels, increasing the reach of the content and fostering connections with new audiences. The project has contributed to strengthening the visibility of the Catalan primary sector and positioning it as an innovative, sustainable field with great transformative potential.



11

Episodes

+ 1.120

Visualizations

14

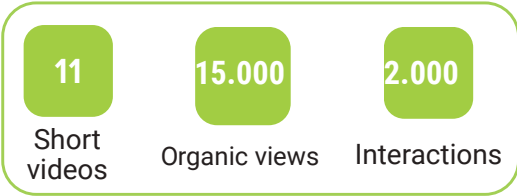
Professionals interviewed

Fem AgroTic

FemAgroTIC has continued working to promote female talent and reduce the gender gap in the technology, agri-food, and rural sectors. The program has combined training, outreach, and visibility initiatives with the aim of creating female role models, fostering interest in technology, and supporting women entrepreneurs involved in agri-food innovation.

Throughout 2025, various communication and awareness-raising initiatives were developed, most notably the #ConeixalesReferentsdAvui audiovisual campaign, comprised of short videos featuring professionals, executives, researchers, and entrepreneurs in the sector. Through their testimonials, inspiring experiences related to innovation, digitalization, sustainability, and female leadership were shared.

The project also included four special AgroPodcast episodes dedicated exclusively to leading women in the sector, which garnered over 600 views, as well as a professional conference held at the Lleida Agrobiotech Park, which brought together businesswomen, experts, and program participants to share experiences and innovative projects. This set of actions has helped to strengthen the visibility of female talent and consolidate FemAgroTIC as a benchmark initiative in the field of entrepreneurship and digital transformation in the agri-food sector.

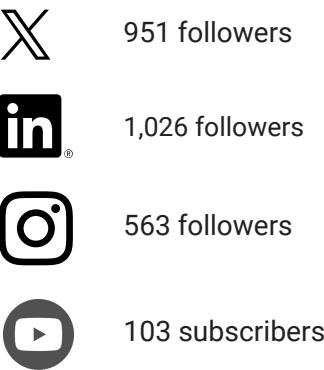


Social media and media presence

Throughout 2025, FEMAC strengthened its communication strategy to increase the visibility of the cluster, its projects, and its member companies. Through its own digital channels, it disseminated information about activities, events, innovation projects, entrepreneurial initiatives, and informative content, consolidating an increasingly active and connected community within the agri-food ecosystem.

At the same time, the cluster has maintained a prominent presence in both specialized and general media, with appearances related to initiatives such as Emprèn Agro Cat, AgroPodcast, group participation in international trade fairs, business missions, and innovation projects promoted by FEMAC. This communication activity has helped position the cluster as a leading voice in the areas of innovation, technology, and competitiveness within the agri-food sector.

Through a combination of social media, audiovisual content, press releases and collaborations with specialized media, FEMAC has continued to bring knowledge closer, generating opportunities for its members and reinforcing the sector's positioning both nationally and internationally.



ONLINE SALES AND TRAINING PLATFORMS

agriculture courses

With the aim of responding to the new training needs of the agri-food and forestry sector, FEMAC launched the Agriculture Courses platform, an e-learning environment specializing in technology and digitalization, aimed at professionals, technicians and companies in the sector.

The platform offers a portfolio of non-formal training structured into thematic pathways, developed in collaboration with knowledge centers linked to the cluster, such as IRTA, EURECAT, the University of Lleida, LEITAT, and the Polytechnic University of Catalonia (UPC). This collaboration guarantees scientific rigor, constant updating, and practical applicability of the content.

The initiative includes both the design of a customized training plan and the deployment of its own digital infrastructure for offering online courses, facilitating access to training from any territory and contributing to the transfer of knowledge within the primary sector and the agri-food industry.

During 2025, specific actions were undertaken to promote the platform in the Latin American market. These activities have opened new avenues of collaboration with local stakeholders and expanded the platform's international reach, positioning it as a leading tool for agri-food training on a global scale.

The Agriculture Courses platform has established itself as a key tool for continuous training, reinforcing FEMAC's mission to promote innovation and competitiveness through talent development.

<https://www.cursosagricultura.com/>



La formación que el sector agrícola necesita

Buscamos proporcionar conocimientos prácticos y actualizados que os permitan mejorar vuestras habilidades, aumentar la productividad y promover prácticas sostenibles en el sector agrícola.

agromizona

FEMAC launched the Agromizona platform in 2021 with the aim of creating a digital direct sales channel for products and services aimed at professionals in the agricultural sector. This online store brings together the offerings of various member companies of the cluster and is primarily focused on the Spanish market.

The platform www.agromizona.com offers specialized equipment, tools, services, and technological solutions, facilitating direct connections between producers and suppliers in a secure and efficient digital environment. Agromizona represents a strategic commitment to the digitalization of marketing and to the collective visibility of the cluster's members.

Throughout 2025, work has continued on the technical and content updates of the platform, improving its accessibility, user experience and the range of products available.

<https://agromizona.com/>

agromizona

Impulso Bayer

During 2025, the collaboration between FEMAC and Bayer CropScience, SL has been consolidated as a strategic service branch within the cluster's activity, allowing the marketing of equipment, technologies and agricultural machinery from partner companies through Bayer's points-based loyalty catalog, Impulso Bayer, aimed at the Spanish and Portuguese markets.

This channel, aimed at professional clients in the agricultural sector, has become an effective tool to increase the visibility and sales of companies in the cluster, while fostering the loyalty of farmers through an incentive system aligned with their real needs.

The results obtained in 2025 were a total of 453 orders and a sales volume of €185,297, which have consolidated this initiative as a successful collaboration model between the corporate world and agro-industrial innovation agents.

<https://impulsobayer.es/>

 **Impulso Bayer**
Programa de fidelización

facilitea.com

Throughout 2025, FEMAC collaborated with AgroBank to promote Facilitea, a platform that facilitates access to machinery, equipment, and technological solutions for the agri-food sector. This initiative has helped bring innovation closer to the primary sector and raise the profile of technologies and equipment linked to the agri-food ecosystem.

Facilitea



