

Presentation Brief

The paper is an analysis of the challenges in implementing the precision agriculture in Romania, and shades some light on the solutions, both technical and managerial, for bringing scientific solutions to mass usage.

Presentation's Key points:

- Precision agriculture, the key for farming efficiency
- Engineering smart-up production, but what added-value does it really bring?
- What happens when science meets practice – main challenges
- Shaping science to market
- Clustering - a community approach for change management and science acceptance