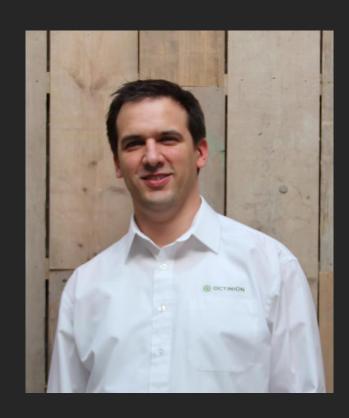


Strawberry: let's pick it

September 6th 2018, Fruit Logistica, Hong Kong

Dr Tom Coen





Tom Coen

- MSc Engineering, KULeuven 2004
- PhD Control Theory, KULeuven, 2009
- CEO, founder and owner Octinion



Who is Octinion?

Belgium and the Netherlands, global leaders in high-tech food production





R&D company with focus on agriculture and food, founded in Leuven in 2009 – home of the world's 5th most innovative university*



(*) Reuters, 2017 ranking



From concept to production, growing rapidly and controlled by its founders, almost 50 engineers





Let's talk robots!



Why robots are the future in agriculture



Labor shortage



Rising labor cost



Picking and sorting quality



Training of personnel



A public video of 1 year ago

https://www.youtube.com/watch?v=9VpJg2_aTb0

Some background on Octinion

https://www.youtube.com/watch?v=7m4OV1LTHJQ



Update in a few weeks for registered growers

Contact us via http://octinion.com/contact



Octinion in 4 pictures . . .



Table-top



Total, modular solution



Snappicking



Economically viable





Key success factors



Key success factors

- 1. Selection of crop & growing system
- 2. Technical vs economical feasibility
- 3. Funding strategy
- 4. Total solution
- 5. Business model



The role of growers



Why do you need to move today?

- Optimally match your investments with future robotization
- Select/create the right variety to grow
- Learn about the best nursing and growing systems
- Adapt your process to robotization



OCTINION Engineering the future