IFAMA 2021 addresses the challenges of current agribusiness, in a disruptive market within the value chain, where evidence shows that agricultural data markets suffer specific problems related to the ownership of agricultural data and privacy while presenting a challenge for the sector’s transformation due to the unequal distribution of benefits derived from digitalization and technification. IFAMA 2021 aims to explore the major opportunities and challenges that emerge in the agro food sector as a result of digitization and technological processes.

### Purpose
For IFAMA 2021 the main purpose is to link initiatives and actors of all regions with temperate and tropical climates in agribusiness, involving the generations past and future to face tomorrow’s challenges together.

### Join the Discussion
The conference will address:

**Topic 1:** Exploring how digital technologies are affecting organizations and reshaping the agribusiness sector

**Topic 2:** Multidisciplinary debate and reflection on digital transformation in agribusiness sector

**Topic 3:** Digital innovation in organizations and their ecosystems

**Topic 4:** Studying the intersection of the digitalization and sustainability trends

**Topic 5:** Circular economy in agribusiness and the role of the technology and digitalization

**Topic 6:** Finding solutions during emergencies: the role of digital technologies during the COVID-19 pandemic in the agri-food sector

a broader set of themes are welcome

### Conferences Co-Chairs
**Esteban R. Brenes,** INCAE Business School  
**Irene Alvarado,** EARTH University  
**Juan José Bolaños,** Costa Rican entrepreneur and member of young board IFAMA