

## ITRC2022 Industry Seminar

### Innovation for a sustainable future

Innovation for a sustainable future is the focus for the Industry Seminar at ITRC2022. In this session the participating industry partners will give their reflections on:

- \* Important global problems, trends, opportunities etcetera that will form the future. These could also be related to the Sustainable Development Goals in Agenda 2030.
- \* Need for new knowledge, competence build-up etcetera to meet the future challenges.
- \* Research and product development (Innovation activities) the company is involved in.
- \* What are the demands/expectations, on the scientific community, to develop new knowledge to support sustainable development.
- \* Examples on own innovative products, programs that will support sustainable development.

The presentations will be discussed and summarised “in plenum”, to form inputs to future strategic planning and ideas for further research and development.

### Final detailed program

Sunday 10<sup>th</sup> of July 15:00 to 18:00 ca.

15.00 – 15:20 Introduction and Key-note presentation by Syngenta

#### ***Tomorrow's Turf Today***

Katie Dodson, Global Technical Manager Turf & Landscapes and  
Glenn Kirby Technical Manager Turf Europe, Africa, Middle East

Session 1

15:20 – 15:35 DLF

#### ***Meeting the future with sustainable turf solutions.***

Christian Sig Jensen, Head of Biotech

15:35 – 15:45 Capillary Hydroponics

#### ***Grow better Turfgrass with Hydroponics***

Martin Sternberg, CGCS

15:45 – 16:00 Husqvarna

#### ***Autonomous turf care solutions***

Pär Forsman, Product Manager Pro Robotics

16:00 – 16:10 Nufarm

***No title***

Aaron Hathaway, Technical Services Manager, Nufarm T&O

16:10 – 16:25 Discussion

16:25 – 16:45 **Coffee Break**

Session 2

16:45 – 17:00 BAYER

***We are Honoured to Be in the Turf Industry***

Jose Milan, Global Turf & Ornamental Manager

17:00 – 17:10 TourTurf

***A New Approach to Poa annua Management***

Mr Tim Baldwin

17:10 – 17:25 The Toro Company

***Sustainability Through Technology***

Josh Friell, Senior Principal Research Scientist

17:25 – 17:35 PBI Gordon

***PBI-Gordon a leader in delivering green solutions for the turf & ornamental market***

Jeffrey W. Marvin, Ph.D, Sr. Director of R and D

17:35 – 18:00 Discussion and summing up.