

MASHAV - Israel's Agency for International Development Cooperation  
together with MATC – MASHAV Agricultural Training Center  
are inviting professionals to participate in an

International Webinar on:

## “Introduction to Precision Agriculture”

4 Online meetings

21.10 – 11.11.2020



### ***Background***

The 21<sup>st</sup> century brings lots of agricultural & food related challenges, but also a wide range of advanced solutions, all aimed to intensify production, while taking into consideration the need to reduce the use of harmful chemicals and shift from unsustainable methods to ones that pay attention to the negative externalities of traditional processes. When the projected increase in global population couples the need to feed more people on less area – enters Precision Agriculture (PA). This relative new agri-sector is making its giant steps as we speak. Now, it's your time to join the train.

### ***Aims***

The webinar aims to share with participants, an updated review of the PA world – past, present and a bit about the future. The point of view is general and global, but with special emphasis on Israeli technologies.

### ***The program***

The webinar will be conducted by Mr. Omer Kurant and will take place during 4 online meeting. The meetings will start at 14:00 (Israel time) and have a duration of around 90 minutes.

- 21/10 – Official opening of the webinar.
  - PA Basics – Definition, goals, history, principles, key factors, components, challenges
- 28/10 – PA in Crop production I – Solutions along the value-chain
  - From soil preparation to remote sensing
- 04/11 – PA in Crop production II
  - From Integrated Pest Management (IPM) to harvest & marketing
- 11/11 – PA in Livestock farming. Conclusions & graduation

### ***Requirements***

The webinar is geared towards professionals from the public or private institutions and organizations, involved in the development of the Ag-tech sector. A full command of English is required. Attendance will be compulsory. Participants who meet this requirement will receive a certificate.

### ***Application***

Those interested are invited to complete the attached form and submit it through the nearest Israeli mission until **September 17<sup>th</sup>, 2020**. Given the limited number of spaces, there will be a selection process. Selected applicants will receive confirmation through the Israeli Embassy in their country.

For further information, please contact the nearest Israeli mission.



Israel's Agency for International  
Development Cooperation  
Ministry of Foreign Affairs



**MATC**

MASHAV International  
Agricultural Training Center

### **About MASHAV**

**MASHAV** – Israel's Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel's experience in development and planning. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight against poverty and to the global efforts to achieve sustainable development. **MASHAV**, representing Israel and its people, focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel's own development experience to empower governments, communities and individuals to improve their own lives. **MASHAV's** approach is to ensure social, economic and environmental sustainable development, and is taking active part in the international community's process of shaping the Post-2015 Agenda, to define the new set of the global Sustainable Development Goals (SDG).

**MASHAV's** activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health, empowerment of women and education. Professional programs are based on a "train the trainers" approach to institutional and human capacity building, and are conducted both in Israel and abroad. Project development is supported by the seconding of short and long-term experts, as well as on-site interventions.

Since its establishment, **MASHAV** has promoted the centrality of human resource enrichment and institutional capacity building in the development process – an approach that has attained global consensus.

<http://mashav.mfa.gov.il>

<https://www.facebook.com/MASHAVisrael>

### **About MATC**

**MATC** - MASHAV's International Agricultural Training Center - specializes since 1963 in human capacity building and training programs in the fields of agriculture, water management, environment and rural development. **MATC** conducts international, regional and country specific courses as well as professional study-tours, workshops and conferences based on Israeli agricultural know-how, innovation, and development experience. Its training programs, conducted in English, Spanish, French, Russian, and Arabic, are specifically designed to improve agricultural production in developing countries, to promote food security and to create partnerships as well as ongoing international cooperation for sustainable development.

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