

COMMERCIAL OFFER

tecnicaña agrotech COLOMBIA 2026

OCT 5-6

Knowledge and Networking



OCT 7

Technical Visits

CALI, COLOMBIA

An event where science, technology,
and innovation come together

(Science x Technology) ^ Innovation = Competitiveness

Register by clicking here 



Organized by
tecnicaña





MAIN FOCUS AREAS

Applied Science × Technology:
Proven solutions that drive efficiency and sustainability.



MODALITY:



- Conferences
- Trade exhibition
- Networking
- Technical visits

ACADEMIC CONTENT AND PURPOSE



OBJECTIVE

The third edition of Agrotech will be a demonstrative and experiential space whose purpose is to highlight the integration between technology and science in agricultural and industrial processes, showcasing measurable results and their impact on productivity and sustainability across different agro-industry sectors.



TARGET AUDIENCE



Professionals and leaders of the agro-industry

Professionals linked to agricultural production:

- Farmers
- Agronomists
- Agricultural engineers
- Biologists
- Agro-industrial engineers
- Industrial and environmental engineers

Responsible for:

- Integrating intelligent tools into production processes

Professionals linked to factory processes:

- Chemical engineers
- Mechanical engineers
- Electrical, electronic, and automation engineers

Experts in:

- Information technology
- Quality assurance and digital transformation

SECTORS:



- Sugarcane
- Flowers
- Coffe
- Palm

ACADEMIC AGENDA

Day 1: October 5, 2026




Time	Conference	Speaker
7:30 a.m. - 8:30 a.m.	Registration & material delivery	
8:30 a.m. - 8:40 a.m.	Tecnicaña Opening Session	
8:45 a.m. - 8:55 a.m.	Colombia's leadership role in the global sugar-energy sector	Dr. José Orive Executive Director, OIA 
9:00 a.m. - 9:25 a.m.	To be confirmed	
9:30 a.m. - 10:00 a.m.	Impact of digital agriculture tools & decision-making models in the agroindustry	Cenicaña 
10:00 a.m.-10:30 a.m.	Coffee Break – Trade Exhibition – Networking	
10:35 a.m. - 11:05 a.m.	Keynote 1. Opportunities and challenges of Digital Agriculture in Agriculture 4.0	Dr. Juan Landivar Director de Texas A&M AgriLife Extension 
11:10 a.m. - 11:35 a.m.	Technological modernization of large hydroelectric power plants – CELSIA	Sergio Alexander Aristizábal - Celsia Gustavo Ramírez – Omnicon 
11:40 a.m. - 12:05 p.m.	Super-Companies and Super-Humans in Agriculture: Bringing AI Down to Real Productivity	Jhonny Gómez Strategic AI Consultant 
12:05 a.m. - 1:05 p.m.	Lunch	
1:05 p.m. - 1:35 p.m.	Trade Exhibition – Networking	
1:40 p.m. - 2:40 p.m.	AI Workshop: Super-Humans in Action: How to Amplify Your Capabilities with AI	Jhonny Gómez Strategic AI Consultant 
2:45 p.m. - 3:10 p.m.	Hacking Coffee Volatiles: Gene Editing to Disorient the Coffee Berry Borer	Paula Andrea Figueroa Scientific Researcher, Cenicafé 
3:15 p.m. - 3:40 p.m.	Biogas capture in palm oil wastewater treatment plants in Colombia: Beyond energy production	Dr. Jesús Alberto García Director of Processes & Uses, Cenipalma 
3:40 p.m. - 4:10 p.m.	Coffee Break – Trade Exhibition – Networking	
4:15 p.m. - 4:55 p.m.	Panel Discussion	Eduardo Graterol - Cenipalma Santiago Jaramillo - Cenicafé Anderson Páez - Ceniflores Freddy Garcés - Cenicaña Mario Restrepo - Agropecuaria Aliar S.A 

ACADEMIC AGENDA

Day 2: October 6, 2026

Time	Conference	Speaker
8:00 a.m. - 8:25 a.m.	Automating Quality Control and Industrial Safety: Success stories with Vision Systems and Artificial Intelligence	To be confirmed
8:30 a.m. - 8:55 a.m.	Optimization of production processes with AI	SONDA
9:00 a.m. – 9:35 a.m.	Keynote 2. Integration of NIRS sensors in Industry 5.0: challenges, vision, and success stories in the food industry	Dra. Ana Garrido Honorary Professor Universidad de Córdoba 
9:35 a.m. - 10:05 a.m.	Coffee Break – Trade Exhibition – Networking	
10:10 a.m. - 10:35 a.m.	SAF: A new diversification opportunity for the agroindustry	Sugarcane and Palm Sector
10:40 a.m. – 11:15 a.m.	Keynote 3. Success stories in precision agriculture with proven impact on productivity and sustainability	Bruce Erickson Agronomy Education Director Purdue University 
11:20 a.m. – 11:45 a.m.	Intelligent algorithms applied to thermal optimization and loss reduction in industrial plants	Douglas Castihlo Industrial Optimization Consultant Soteica 
11:50 a.m. - 12:15 p.m.	From the Expert to the Coffee Grower: Coffee science powered by Artificial Intelligence	Leonardo Adolfo Velasquez Naranjo ICT Coordinator- Cenicafé 
12:15 m. - 1:15p.m.	Lunch	
1:15 p.m. - 1:45 p.m.	Trade Exhibition – Networking	
1:50 p.m. - 2:25 p.m.	Keynote 4. Intelligent management of agricultural assets with AI: machinery optimization, operational efficiency, and real-time geographic monitoring	Matheus Uzelotto Usina Dir. Agrícola Cerradinho 
2:30 p.m. - 2:55 p.m.	Optimize or lose: predictive maintenance, AI, and operational continuity to face the industrial crisis	Camilo Rodríguez, CEO INCO 
3:00 p.m. - 3:25 p.m.	SincronIA 360: Solutions platform for the agroindustry	Cenicaña 
3:40 p.m. - 4:10 p.m.	Coffee Break – Trade Exhibition – Networking	
4:00 p.m. - 4:25 p.m.	Generative AI for the Agroindustry	Roberto Erazo Manager for Southern Latin America AWS 
4:30 p.m - 4:55 p.m.	Link: GIS development for operational management, traceability, and spatial analysis of field and office activities	Dr. José Luis Obando Director of agricultural technology Agropecuaria Aliar- La Fazenda 

More information about the agenda here 

*Agenda subject to change

REGISTRATIONS

INTERNATIONAL REGISTRATION FEES

REGISTRATION TYPE	EARLY BIRD Until 8 sep 2026 Taxes included	From sep 9, 2026 Taxes included
Includes: Welcome kit, meals, internal transportation (airport-hotel, hotel-event venue), access to academic agenda, trade exhibition, and certificate of attendance.		
INTERNATIONAL MEMBER	USD 414	USD 460
INTERNATIONAL NON-MEMBER	USD 470	USD 520

TECHNICAL VISIT

OCT 7, 2026
Includes: Internal transportation (airport - host hotel, technical visit - host hotel) Refreshments and Certificate of Attendance.
USD 214 Taxes Included

CONTACT US

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STAND OPTIONS	PRICE LIST 2026	
	<p>2x2 STAND (4 m²) – PRE-DECORATED Includes: 1 backing (2 m wide × 2.40 m high) – Commercial exhibitor’s name in cut-out lettering on a backlit wooden panel – 1 lightbox (1 m wide × 1.50 m high) – 1 wooden fascia with lighting – 1 planter (1 m base × 40 cm wide × 20 cm high) – 1 television – flooring – 1 wooden counter – 2 bar-style chairs – 1 electrical outlet (110V) – lunch and refreshments for one (1) person during the two (2) days of the event.</p>	 <p>USD 3.200</p>
	<p>STAND 3x2 (6 m²) PRE-DECORATED Includes: 1 backing (3 m wide × 2.40 m high) – Commercial exhibitor’s name in cut-out lettering on a backlit wooden panel – 2 lightboxes – 1 wooden fascia with lighting – 4 planters (1 m base × 40 cm wide × 20 cm high) – 1 television – flooring – 1 wooden counter – 1 bar-style chair – 1 round table with 2 executive chairs – 1 electrical outlet (110V) – lunch and refreshments for one (1) person during the two (2) days of the event.</p>	<p>USD 4.200</p>
	<p>STAND 3x2 (6 m²) FREE BUILD Includes: White paneling – aluminum framing – 2 spotlights – 1 electrical outlet (110V) – lunch and refreshments for one (1) person during the two (2) days of the event.</p>	<p>USD 2.500</p>
	<p>STAND 6x2 (12 m²) Includes: White paneling – aluminum framing – 2 spotlights – 1 electrical outlet (110V) – lunch and refreshments for two (2) people during the two (2) days of the event.</p>	<p>UDS 3.500</p>
	<p>MACHINERY & EQUIPMENT EXHIBITION 5x5 m (25 m²) Includes: 1 electrical outlet (110V) – lunch and refreshments for one (1) person during the two (2) days of the event.</p>	<p>USD 1.600</p>

*Reference images

The information contained in this document is subject to change.

ADVERTISING SPACES	PRICE LIST 2026	
	<p>Animated logo laser projection Projection of the sponsor's logo in the event's academic hall.</p>	<p>USD 397</p>
	<p>Logo projection on digital lectern Display of the sponsor's logo on the event's digital lectern. *Non-exclusive participation.</p>	<p>USD 397</p>
	<p>Logo projection on LED totem Display of the sponsor's logo on the LED totems located in the event's academic hall. *Non-exclusive participation.</p>	<p>USD 826</p>
	<p>Logo projection on table chargers Sponsor's logo displayed on the chargers available in the academic hall. 25 units.</p>	<p>USD 1.388</p>
	<p>Video projection on screen of academic agenda Video projection on the academic agenda screen.</p>	<p>USD 595</p>
	<p>Video projection on the commercial screen Video projection in the commercial exhibition hallway. *Non-exclusive participation.</p>	<p>Coming Soon</p>
	<p>Magic Mirror Interactive brand-activation experience; the sponsor's logo and the event logo appear on the printed photos.</p>	<p>USD 1.322</p>

MATERIAL POP

	<p>Badge and lanyard Sponsor's logo and event logo printed on the badges worn by attendees. *From 600 to 800 units</p>	<p>Sold</p>
	<p>Notebook Sponsor's logo and event logo printed on the notebooks given to attendees. *From 600 to 800 units</p>	<p>USD 3.650</p>
	<p>Promotional bag Sponsor's logo and event logo printed on each bag given to attendees. *From 600 to 800 units</p>	<p>USD 3.500</p>
	<p>Mug Sponsor's logo and event logo on the mugs or tumblers given to attendees. *From 600 to 800 units</p>	<p>USD 4.960</p>
	<p>Pen Sponsor's logo and event logo on the pens given to attendees. *From 600 to 800 units</p>	<p>USD 2.000</p>

COMMERCIAL TEAM

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CLICK FOR MORE INFORMATION

