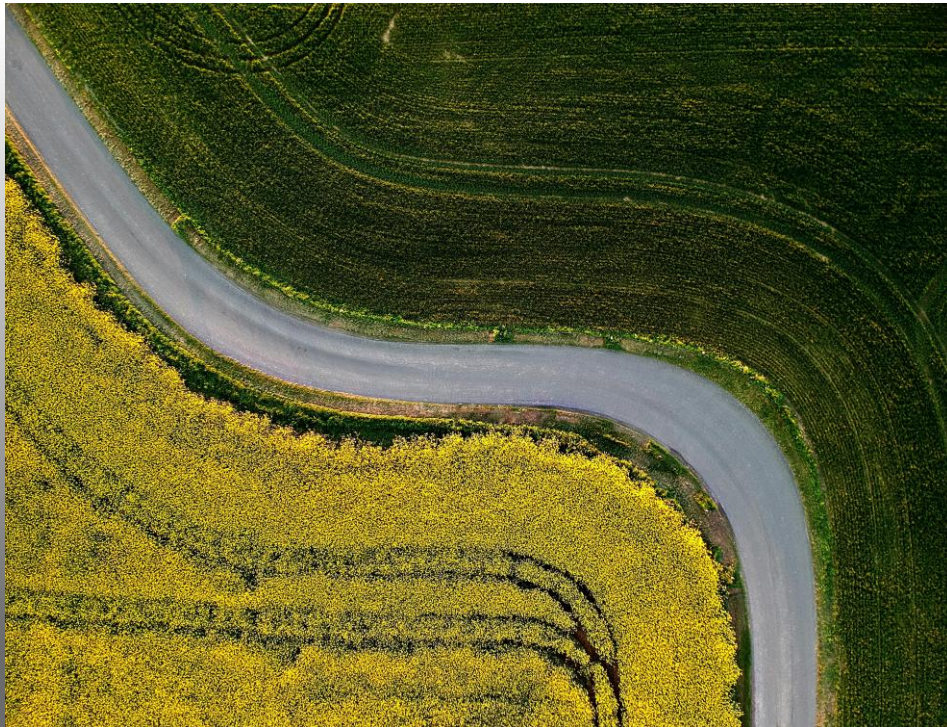




SmartAgriChain: Driving the Green Digital Transition in Agriculture



Leveraging IoT, AI, Satellite Data, and
Integrated ERP for Sustainable Farming

Speaker: **Sorin Rotariu**
CEO – CCIT by GITS



About the Speaker – Sorin Rotariu

- IT Engineer & Business Entrepreneur
- CEO, IT & Digital Transformation Specialist
- 25+ years experience in IT & business leadership
- EU-funded digitalization & sustainability initiatives
- Advocate for connecting technology, people, and nature





Agriculture Needs a Digital Revolution

- Fragmented processes and low-tech adoption
- Climate pressure and resource inefficiency
- Labor shortages and compliance complexity
- Data silos across tools and stakeholders



SID 2025

Sibiu Innovation Days

06-07 November, Sibiu - RO



Our Mission: A Connected, Data-Driven, Green Agriculture

- Digitalization as the backbone of sustainability
- Connect farmers, processors, logistics, and authorities
- Decisions powered by data—not assumptions





What Is SmartAgriChain?

- EU-funded innovation project
- Platform integrating IoT, AI, Satellite, ERP & Payroll
- Designed for Romania; scalable across Europe
- Real-time data → smarter ops → greener outcomes

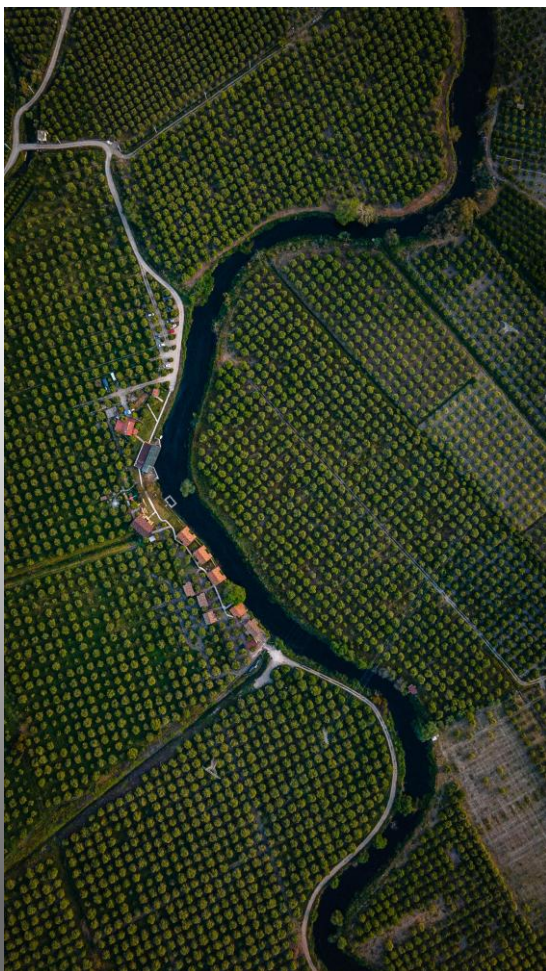




Building Blocks of SmartAgriChain

- 1) Smart IoT: soil, water, equipment sensors
- 2) AI Analytics: yields, inputs, and risk predictions
- 3) Satellite Coverage: NDVI*, field mapping, weather context
- 4) ERP & HR Integration: costs, logistics, payroll, compliance

* NDVI – Normalized Difference Vegetation Index





From Field Data to Executive Insights

- IoT captures real-time metrics
- Satellite validates & enriches
- AI recommends actions
- ERP aligns resources & costs
- Dashboards track sustainability KPIs





Sustainability through Digitalization

- Reduce water usage and inputs by 20–30%
- Optimize energy consumption
- Predict and prevent losses with AI
- End-to-end traceability & transparency





Empowering People and Communities

- Digital inclusion in rural areas
- New digital jobs in agriculture
- Simple IoT, Payroll & HR via integration
- Attract young farmers to tech





Romania as the Living Lab for Europe

- Pilot farms across multiple counties
- Universities, cooperatives, local authorities
- Real data validation for EU scale-up
- EU Green Digital Transition alignment





Scaling Across Europe

- Modular, multilingual platform
- EU-compliant data & sustainability standards
- Open APIs for integrators & partners
- Replicable across diverse ecosystems





Roadmap to the Future

- 2025-2026: Pilot completion & validation
- 2026: EU regional expansion
- 2027+: Market deployment & cross-sector partnerships

“Join us in building the green digital ecosystem for agriculture.”

