



Training • Education • Certification • Recognition

[www.irrigationeurope.eu](http://www.irrigationeurope.eu)

# EIA hosts first European Irrigation Industry Forum to tackle upcoming challenges for the sector

Brussels, 14 November 2016

Irrigation professionals gathered in Bologna, Italy on 8 November to discuss upcoming challenges and opportunities for the sector. Topics for discussion included regulatory, research-related as well as commercial developments. As one of the outcomes, the EIA envisages enhanced cooperation with the US Irrigation Association, whose CEO Deborah Hamlin spoke at the Forum.

Participants received an overview of recent market developments in Europe and how data analytics and automation trends could drive growth in the irrigation business. In this context, “irrigation as a service” is expected to emerge as a new trend which will bring about new business models and require more investment in education and developing interdisciplinary skills of irrigation professionals.

Regarding current developments in R&D and standardisation activities for the irrigation industry in Europe, more eminence should be given to relevant R&D projects as many results seem to be poorly disseminated within the industry. In this regard, the EIA will increase the effort to consolidate relevant research and information on adopted industry standards. These should be communicated to irrigation professionals in a more practical manner to help improve the real-life application of appropriate technologies and practices in the irrigation of crops and landscapes.

In view of an upcoming EU legislative proposal on waste water reuse later next year, Nicolas Condom, CEO of Ecofilae and member of the EU/ISO working group on regulations summarised the potential implications for our industry. Consequently, the EIA will follow this topic more closely. Furthermore, speakers from partner organisations such as the landscape architects and the golf and greenkeepers’ industry gave their input, which was highly appreciated.

EIA President Carlo Fontana concluded: "This very first European Irrigation Industry Forum should be regarded as only a starting point for how the association can further support the industry and provide a regular discussion platform for our sector. I am confident the EIA can make this an annual event and welcome numerous irrigation professionals at a next Forum in 2017".



## **About us**

The EIA, a non-profit European organisation, represents the interest of members from the Agriculture, Golf and Turf Industries. EIA's members are manufacturers of irrigation equipment, as well as contractors, dealers, distributors and other irrigation professionals. With 51 members from 19 countries, we are the voice of the irrigation industry in Europe.

The EIA is based in Brussels and active since 1991. An important activity is to promote professionalism according to our values in the irrigation industry at all levels. To this end, the EIA organises regular training sessions and education programmes. Being part of the EIA involves not only being part of the main centre of expertise for irrigation in Europe, but synergies and networking with industry colleagues in Europe and beyond as well as from other international trade associations.

Email: [info@irrigationeurope.eu](mailto:info@irrigationeurope.eu)

Website: [www.irrigationeurope.eu](http://www.irrigationeurope.eu)