


**EIA Spring Irrigation  
Forum :  
Artificial Intelligence  
in Irrigation**

**Friday 24 April 2026  
14h00 – 16h00**




# EIA Spring Irrigation Forum

## Code of Conduct

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- EIA believes it is important that its activities are at all times carried out **in accordance with the applicable law, especially competition law.**
  - We believe that business shall be conducted in an atmosphere of **free competition**, i.e. on the basis of price and quality.
  - Our Code of Conduct shall be binding on **all members** as well as **on other participants** when taking part in activities of EIA.
  - **Prohibited Topics** : Prohibited topics include sale prices, price adjustments, discounts, mark-ups, specific customers, tenders, information about production, turnover, investments, or any commercially sensitive information...

# EIA Spring Irrigation Forum

## The House keeping rules

- 
- The event is recorded and will be shared.
  - Please present your full name and your organisation properly.
  - Please mute your microphones while you not participating.
  - Please use the chat box for questions and comments.
  - If you can, turn on your camera on so we can see each other.

# EIA Spring Irrigation Forum

## Draft Agenda

14:00 -14:20	<p><b>Opening</b></p> <p><b>Introduction</b></p>	Moshi Berenstein, EIA President
14:20 -14:30	<p><b>Welcome &amp; introduction of New Members</b></p>	Fleur Martin , EIA Communication Officer
14:30 -15:00	<p><b>Invited Speaker :</b></p> <p>“Scaling AI in Irrigation: From Data to Action”</p>	Angelo Di Mauro & Luca Incrocci, Nursy
15:00 -15:30	<p><b>Innovation and Technology session</b></p> <p>« Artificial Intelligence in Irrigation: The Future of Irrigation Management Beyond Remote Control “</p>	Bruno Perroni, Lindsay
15:30 -16:00	<p><b>Open session for Q&amp;A</b></p>	

# Spring Irrigation Forum 2026

Opening remarks

AI, water resilience and Europe's next investment cycle

## EIA today: stronger voice, stronger network

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### Association update

- New Board members are strengthening our reach, expertise and representation.
- New members continue to join, bringing innovation from equipment, digital tools and services.
- EIA is becoming an even more credible collective voice for sustainable irrigation in Europe.

### Immediate focus

- Stronger external visibility
- Clearer policy messaging
- More structured engagement with EU institutions and stakeholders

### From network to sector voice

## 2026 workplan: focus on lobbying and advocacy

Our objective: move from positioning to influence

- 2026 is a strategic year for Europe and for irrigation.
- We want efficient irrigation to be recognized as part of the solution for water resilience, climate adaptation, urban heat island and food security.
- Our advocacy line is simple: sustainable irrigation must be visible, credible and investable.

### Three priorities

1. Visibility in EU water debates
2. Recognition in policy and funding
3. Stronger investment case for modern irrigation

## What is moving in Brussels

- Target to reduce water consumption and improve efficiency by 10% by 2030
- Digitalisation and AI are explicitly part of implementation
- Investment, infrastructure modernisation and funding are central to delivery

## What EIA plans to do

- Bring evidence that efficient irrigation creates real water savings
- Position irrigation, reuse and smart systems as part of a water-smart economy
- Engage the Commission, Parliament and funding actors with a practical sector message

## Main topic: why AI matters for irrigation

### From remote control to intelligent management

- AI combines sensor data, weather, crop stage, soil information and historical behaviour.
- It supports predictive and adaptive decisions: when to irrigate, where and how much.
- The result is higher precision with less manual burden.

### What it can bring

- Better water efficiency and energy use
- Improved crop and soil monitoring
- Lower labour and input costs
- Predictive maintenance and reduced downtime
- Stronger resilience and faster return on investment

water is infrastructure, not a constraint

## Opening the discussion

AI, the Water Resilience Strategy and the next EU budget must now connect to real projects, real investment and real adoption in the field.

### Questions for today

- What can AI deliver now?
- What barriers still slow adoption?
- How do we secure visibility for irrigation in Europe's digital transition and the MFF 2028–2034?

# EIA Spring Irrigation Forum

Welcome to the new members

- We are very pleased to welcome **14 new members** in the association since our last forum.
- Today, the EIA is counting **80 members**



irrigation.cloud  
*More than irrigation*

esyLOCK  
*simply push and go*



esyLOCK®

# About FSA Group



**fluid  
systems  
automation  
group**



**fluid  
systems  
automation  
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**fluid  
systems  
automation  
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**fluid  
systems  
automation  
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WIFI

WIFI / REPEATER



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12 V



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WIFI



INTELLIVALVE



VBOX



DURCHFLUSS



VENTIL



NEU

Level sensor

pressure



UNISENSOR

BODENFEUCHE TEMPERATUR



7 IN 1



DURCHFLUSS





irrigation.cloud Software



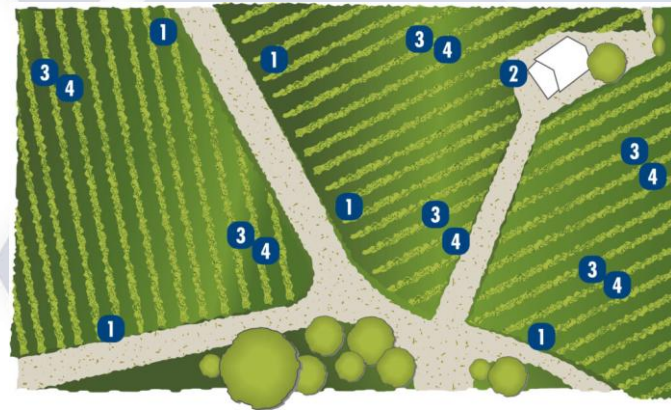
**Controlling irrigation.cloud via  
PC  
Tablet  
Smartphone App**



↓  
**DEMO**

## Use cases

- Fully automated cistern refill (based on level sensor and smart programming)
- Fully automated flow switch reset in case of pressure drop
- Vertical green: battery powered sensors in each zone, individual control of each zone
- Big areas: Off-grid up to 1,000m range between gateway and sensors or IntelliValves
- Real smart irrigation: Rain sensor with measurement of rain amount AND weather forecast



# Ido Raanan

Plastic Recycling Consultant  
Irrigation & Agriculture

Drip Irrigation veteran

Business Strategy

Technology, Sustainability, R&D

Plastics Recycling Lead · EIA

EXPERTISE



Plastics  
Recycling



Drip  
Irrigation



Farmer  
Insight



Manufacturing  
& R&D



Business  
Strategy



Sustainability

*Bridging Technology · Economics · The Field*

# Why Work With Me



## I know the Customer

- 27 years in the field with Netafim — the world's drip irrigation leader
- Deep relationships with farmers, growers & cooperatives worldwide
- Know how plastic waste is generated, handled, and where it accumulates
- Understand the greenhouse & agritech customer's real pain points



## I know the Business

- Business and product development background in plastics manufacturing
- Sustainability department — regulatory trends, EPR & circular economy
- Translate recycling economics into clear business cases for clients
- Bridge the gap: lab-to-field, R&D-to-market, compliance-to-opportunity

*Let's keep plastic as an asset- your competitive advantage.*



## BRIEF COMPANY INTRODUCTION



PROFESSIONAL  
**IRRIGATION**

Together, we value resources  
through innovation.



# IRRIGATION PRODUCTS AND SYSTEMS FOR RESIDENTIAL & MUNICIPAL APPLICATIONS

Based near Milan



**58** YEARS  
**OF EXPERIENCE**  
DEVELOPING IRRIGATION  
SYSTEMS



## GLOBAL DISTRIBUTION

RAIN IS  
DISTRIBUTED  
WORLDWIDE

IN OVER **50**  
COUNTRIES



Providing underground irrigation solutions for professional installers



## RAIN IN-STORE OFFERING



# L O N G D I S T A N C E

wireless technology



Made in Italy

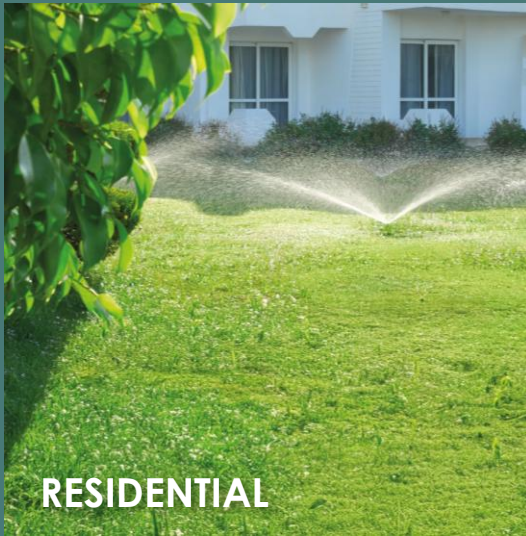




## BLUETOOTH LONG DISTANCE TECHNOLOGY INFINITE APPLICATIONS

**Minimising** hardware required  
**Maximising** app performance & control

SMART  
IRRIGATION  
BLUETOOTH



Made in Italy





Rain | Irrigation Experts



Thank you

RAIN S.P.A.  
Via J.F. Kennedy 38/40  
20023 - Cerro Maggiore (Mi)  
Italia

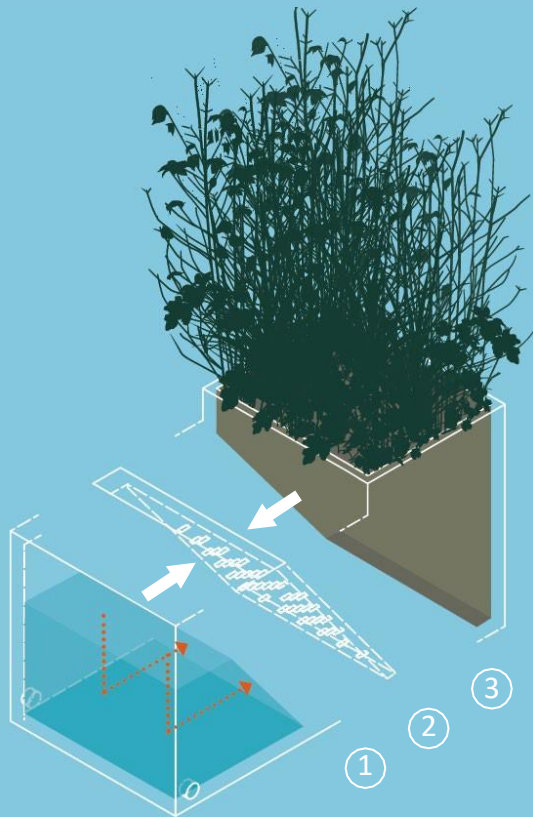
[www.rain.it](http://www.rain.it)

# vertuo.

The first water-sufficient  
greening solution for the city



# vertuo.



## A power 3 ecosystem

- ① Water  
Rainwater recovery and storage adapted to each region
- ② Filtration & irrigation  
Hydrocarbons eliminated by 99,9%  
Optimal capillary rise
- ③ Specific substrate  
Long-term humidification  
Reinforced mycorrhizal symbiosis  
No chemical fertilizers

→ An increased efficiency

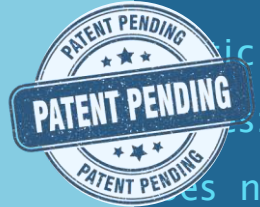


# vertuo.



## The ideal base for plants in the city

- Water self-sufficient all year round – NO watering
- Never altered by urban pollution
- Resilient to

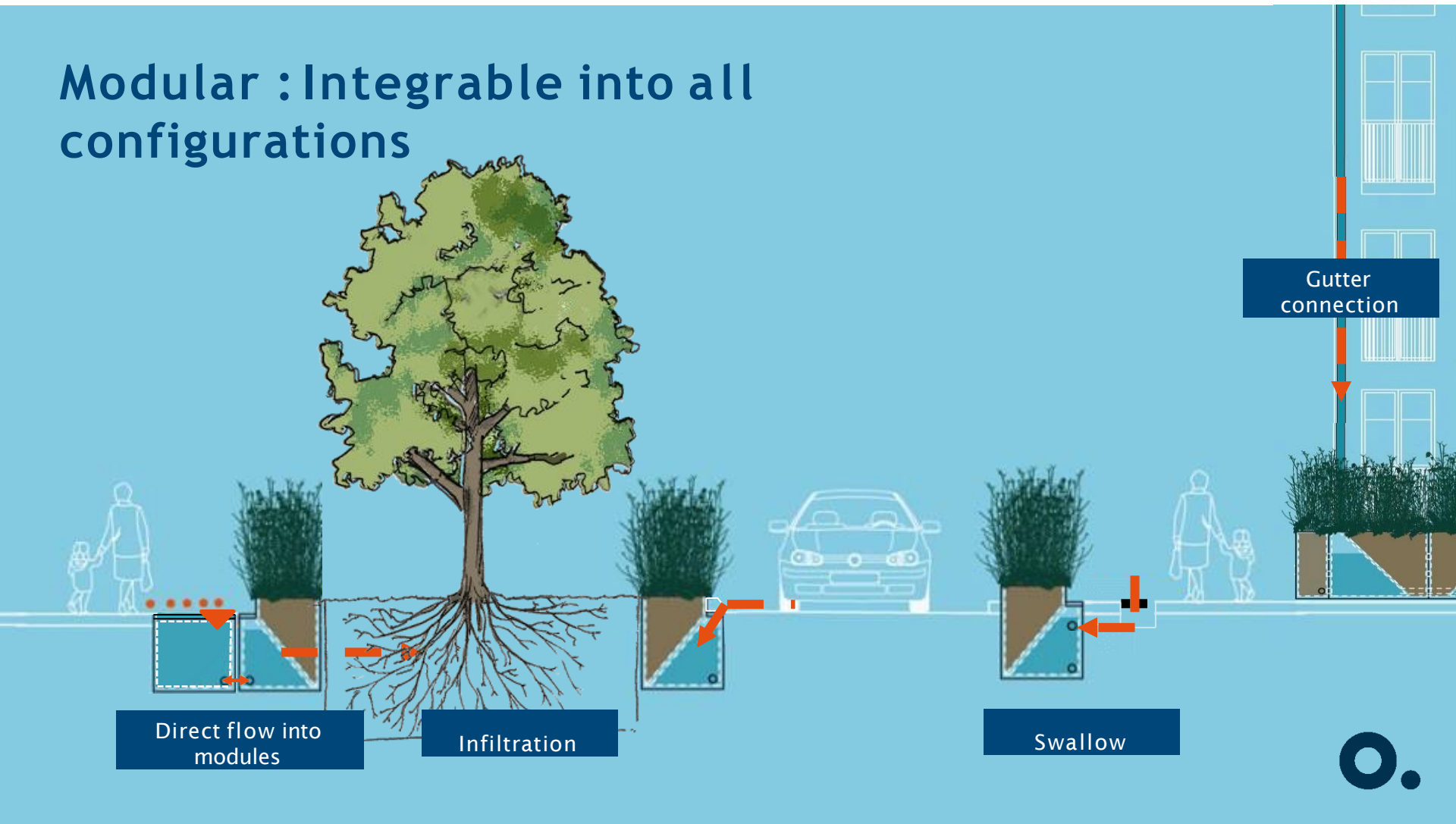


ic  
s:  
es not suffer  
from drought,  
nor floods,  
soil kept cool all year round



For vegetation at its best

# Modular : Integrable into all configurations





VERTUO - Pantin 2022



VERTUO - Nantes 2021



VERTUO - Aubervilliers 2022



VERTUO - La Défense 2021



VERTUO - Rungis 2022



VERTUO - Aubervilliers 2020



VERTUO - Paris 2022



VERTUO - Chevilly 2022



VERTUO - Issy 2022



VERTUO - Nantes 2023



# Vasile Câmpeanu

With extensive experience in the field of irrigation and agricultural water management, Vasile has developed strong expertise in supporting efficient and sustainable irrigation practices. His professional background reflects a continued commitment to improving water use and advancing practical solutions for modern agriculture

Email : [vasilecvasile75@gmail.com](mailto:vasilecvasile75@gmail.com)

# Our Premium Members





# Contacts EIA

If you would like more information about joining us as a member, please email us :

[communication@irrigationeurope.eu](mailto:communication@irrigationeurope.eu)

Or Register as a Member online :



Scannez-moi !