

# **Agribusiness EXSHO 2024 (Exhibition, Seminar, Talk Show, And Competition)**



**Friday 20 September 2024 - Friday 20 September 2024**

**POLITEKNIK NEGERI JEMBER**

## **Scientific Programme**

Recent studies emphasize the impact of AI on marketing strategies. AI-driven analytics process vast amounts of data from sources like social media and market reports, identifying patterns that inform targeted marketing campaigns. These campaigns cater to specific consumer needs, enhancing engagement and driving sales. Thus, the future of agribusiness is also being transformed by artificial intelligence (AI), with current research focusing on its potential to enhance efficiency, sustainability, and profitability. AI-powered marketing synergy stands out as a key area of innovation, offering solutions to modern agricultural challenges. Predictive analytics, a core aspect of AI, helps agribusinesses anticipate market demands, enabling proactive adjustments in production and supply chains. By leveraging AI, researchers are developing advanced tools to optimize resource use, predict market trends, and improve decision-making in agribusiness.

Current research also highlights AI's role in promoting sustainable agriculture. Machine learning algorithms analyze data from drones and sensors to monitor crop health, soil conditions, and weather patterns. This real-time monitoring allows for precise interventions, optimizing resource use and minimizing environmental impact. Additionally, AI-powered automation in planting, harvesting, and sorting reduces labor costs and boosts efficiency, leading to higher yields with fewer inputs. Researchers are also exploring the integration of AI with other technologies like the Internet of Things (IoT), blockchain, and big data analytics. In summary, AI-powered marketing synergy is set to revolutionize agribusiness, driven by ongoing research and innovation. By integrating AI into marketing and operations, agribusinesses can achieve greater efficiency, sustainability, and profitability. The convergence of AI with emerging technologies promises to create a comprehensive ecosystem for smart farming, equipping the sector to meet future challenges effectively.

Based on the description above, to celebrate the 24th anniversary of Agribusiness Management Department - Politeknik Negeri Jember, the committee took the initiative to organize an international seminar and talk show with the theme "The Future of Agribusiness: AI Powered Marketing Synergy". This event is also one of other connected event called as AGRIEXSHO which consist of exhibition, seminar, talk show, and competition related to agribusiness development.