



BIO

Impact entrepreneur,
European Top Innovator
(Sifted by Financial Times),
and **thought leader in**
#agtech, #foodtech, and
#sustainable food systems.

Founder and CEO of **AgTech company AGRIVI**, which delivers powerful farm management software to Fortune 500 companies worldwide, digitizing crop production and agriculture supply chains for nutritious, healthy, and sustainable food. Recognized by Financial Times, Deloitte, EY, and others as **one of the fastest-growing European companies.**

Keynote speaker at global conferences, corporate events, EU parliament, UN FAO events, TEDx, and universities. Consulting startups, investors, and agritech stakeholders on market trends and strategy.

Matija Zulj



Zagreb, Croatia

- Impact Entrepreneur
- Founder and CEO at AGRIVI
- European Innovation Council Ambassador
- UN Global Compact Board Member Croatia
- EIT Food RIS Policy Council Member
- OECD-FAO Advisory Group Member for Responsible Agriculture Supply Chains
- Advisory Board Member at European Carbon Farmers

Feeding a Growing World: The Role of Digitalization in Agriculture

New, sustainable ways of food production are needed as our current food ecosystem is broken due to challenges from climate change, inefficient supply chains, and unsafe food. With the global population set to reach 10 billion by 2050, the question we need to ask ourselves is – **how are we going to feed the population** nutritiously, safely, and profitably while benefiting the planet? How long we'll wait for innovation to happen **if we don't encourage it? It's time for digitalization.** AGRIVI, a leader in agricultural digitalization, is already driving change in the food system through technology.

INSPIRED TO HEAR OUR STORY?

Keynotes with Matija

Is healthy, safe and nutritious food a myth or future reality?

[Leap Summit 2022](#)

Agriculture as the largest contributor to air and sea pollution??

[Green Future Conference 2022](#)

Solving the Global Food Crisis With Data

[Unreasonable](#)



Matija Zulj



Zagreb, Croatia

TALKING ABOUT

- Sustainable Food Systems
- Future of Food
- Agritech
- Foodtech
- Digitalization of the Agri-Food Industry
- AI in Agriculture
- Start-Up Eco-Systems
- Entrepreneurship and Motivation

Changing the Way Food is Produced

BY DIGITALIZING AGRICULTURE

Mentions in Media

WIRED

\sifted/ backed by **FT**

Forbes România

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#FOODTECH #AGTECH

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