The International Association for Agricultural Sustainability (IAAS) and the Singapore Management University Lee Kong Chian School of Business (SMU-LKCSB) welcome leading entrepreneurs, academics, and industry stakeholders to explore how innovative business models and digital technologies are supporting sustainable food in ASEAN.

Dr. Cheng-I Wei (IAAS) and Dr. Simon JD Schillebeeckx (SMU-LKCSB) extend a warm invitation to join the conversation and explore collaborations in supply chain management, agrotech, aquaculture, and the movement from farm to fork.

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**The “MAD” Conference**

**Managing Agriculture Digitally - Innovations for Sustainable Food**

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**Highlights**

### Keynote Speech

**Cheng-I Wei**  
Professor and Director of International Programs in Agriculture & Natural Resources  
University of Maryland  
Chairman of IAAS

**Gerry George**  
Dean and Chair  
Innovation and Entrepreneurship  
Singapore Management University  
Lee Kong Chian School of Business

**Ravi Khetarpal**  
Executive Secretary  
APAARI

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### Innovation Panel

**Ching-Sen Liu** - President  
Chriskey Biomedical Technology

**ChieLiang Kuo** - Chairman  
Archeus Biomedical and Cosmetic

**Saumil Shah** - CEO  
EnerGaia

**Chiahung Chu** - Chairman  
SkyVillageCoffee

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### Learning Panel

**Miriam Feiler**, Founder  
Bizzi

**George Yu** - Chairman  
Classic Sparkling Wine

**Gibran Huzailah** -CEO  
e-Fishery

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### Project Presentations

**Digital Innovations in Sustainable Agriculture and Land Use**  
**Simon Schillebeeckx** - Assistant Professor, SMU-LKCSB

**Insights from the Digital Green Economy**  
**Ryan Merrill** - Research Fellow, SMU-LKCSB

**Blockchain, Bus Coin & Local Economy**  
**Wen-Hsi Lee** - Director of Academia-Industry Collaboration, NCHU  
**Tzong-Ru Lee** - Professor of Marketing, NCHU and Vice Chairman, IAAS  
**Lee-Chung Chen** - Director of Digital Transformation, III

**Trends in Precision Agriculture**  
**KoThandapani Ganesh** - Senior Knowledge Expert & Global Lead, Mckinsey & Company

**Smart Plant Factory**  
**Wei Fang** - Professor, Bio-Industrial Mechatronics Engineering, NTU

**Roots that Shoot (Up), Advances in Vertical Farming**  
**Veera Skaran** - Founder & Director, Greenology

**The Future of Food and Agriculture: Challenges and Solutions**  
**Arthur Chen** - CEO, SHINKONG iEcofun

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Register Online Here

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service@iaas.org.sg