**CEA, indoor and vertical farming: the new generation of agriculture at NovelFarm 2024**

NovelFarm is the only event in Italy for agritech, indoor and vertical farming, scheduled March 2024, 20-21 at Pordenone exhibition centre

***Pordenone, 25th September*** *–* Only a few months have passed since the last edition of NovelFarm, but there are already many novelties in the industry. Vertical farming is the focus of the country's leading investors and financial institutions, in particular for Agricola Moderna, Planet Farms and Kilometro Verde.

Agritech companies are also working to improve the sustainability of energy supply: Fri-El Green Power invested 220 million euros for a geothermal installation with which it will power its hydroponic systems (Fri-El Green House) producing the H2ORTO line of tomatoes.

There are changes taking place in the industry, but also in the market: IV-Gamma suffered major slowdowns last summer, mainly due to rising costs, not only related to energy but also to transport and fertilisers. Therefore, the sector needs a radical supply chain reform with a simpler and shorter logistics chain as in Km0 urban agriculture.

There are really many topics to talk about. In addition to these, there are also topics related to the cultivation and applications of microalgae. Co-located with NovelFarm, indeed, the third edition of AlgaeFarm will take place in partnership with AISAM - Italian Association for the Study and Applications of Microalgae and under the patronage of EABA - European Algae Biomas Association, the international association of the industry.

*“NovelFarm and AlgaeFarm represent an important project for Pordenone Fiere, our glimpse to the future of the agrifood industry and much more"* statesRenato Pujatti, President of Pordenone Fiere "*We are very pleased with the interest we are experiencing in these topics and in the industry*."

**NovelFarm** is an international conference & trade show on new cultivation techniques, indoor and vertical farming, organized by Pordenone Fiere in partnership with **Studio Comelli – Conferences&Communication**, which takes care of the conference programme and the press office. The event was first held in 2020 and during last edition, co-located with AquaFarm, the two events recorded 62% growth compared to 2022, 130 exhibitors, 35% from abroad and almost 7,000 sq m of exhibition area. Attendance is free of charge, register online at [www.novelfarmexpo.it](http://www.novelfarmexpo.it)/en.

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