



DELIVERABLE

***Trade shows and exhibitions***

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<sup>1</sup>Nature: R = Report, P = Prototype, D = Demonstrator, O = Other, E = Ethics

<sup>2</sup>Dissemination level: PU = Public

PP = Restricted to other programme participants (including the Commission Services)

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## Description: Trade shows and exhibitions

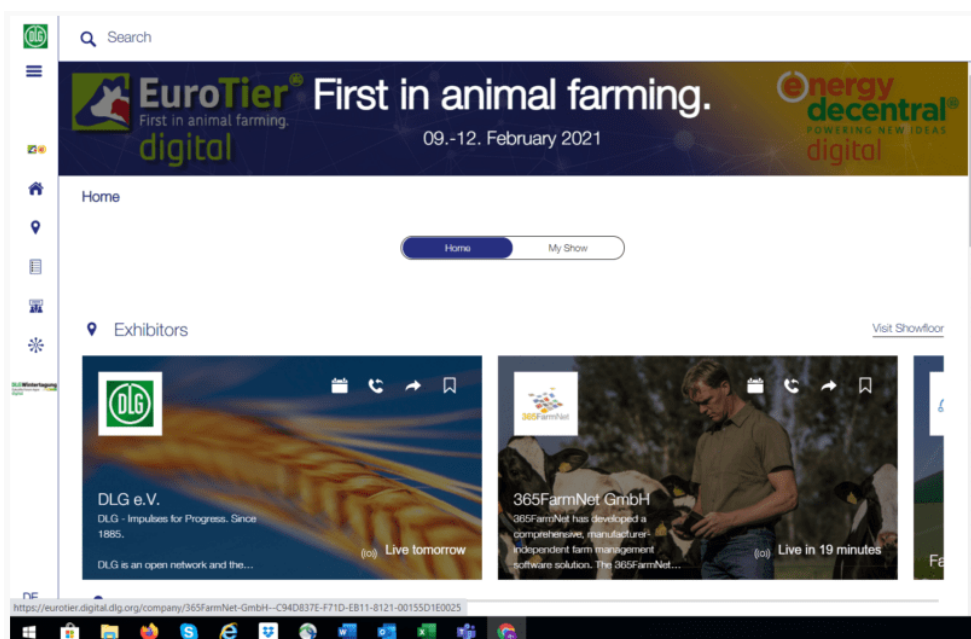
Creating awareness on a new technology is challenging. The many layers of benefits from the solution may complicate the communication but providing a holistic solution to several of the agricultural challenges is also a major opportunity. Attracting and maintaining interest from potential customers, stakeholders and policy makers is key to successful commercialisation. N2's communication strategy is built on three pillars; the value proposition, environmental impact and corporate milestones connected to the development of the technology.

A key arena of connecting with stakeholders and potential customers is trade shows. During the course of the project we have attended both national and international trade fairs. The project concluded with a commercial launch of our optimised N2 Unit at the largest global trade shows for dairy in Hannover, Germany.

## Overview of trade shows:

### 1. Eurotier 2021 (DE)

Between February 9th to 12th Eurotier 2021 was organised as an online event, due to Covid-19. N2 Applied attended the trade show with a digital booth. The team took turns in manning the booth. The format of an online trade show did not prove very valuable for connecting to potential leads and stakeholders.



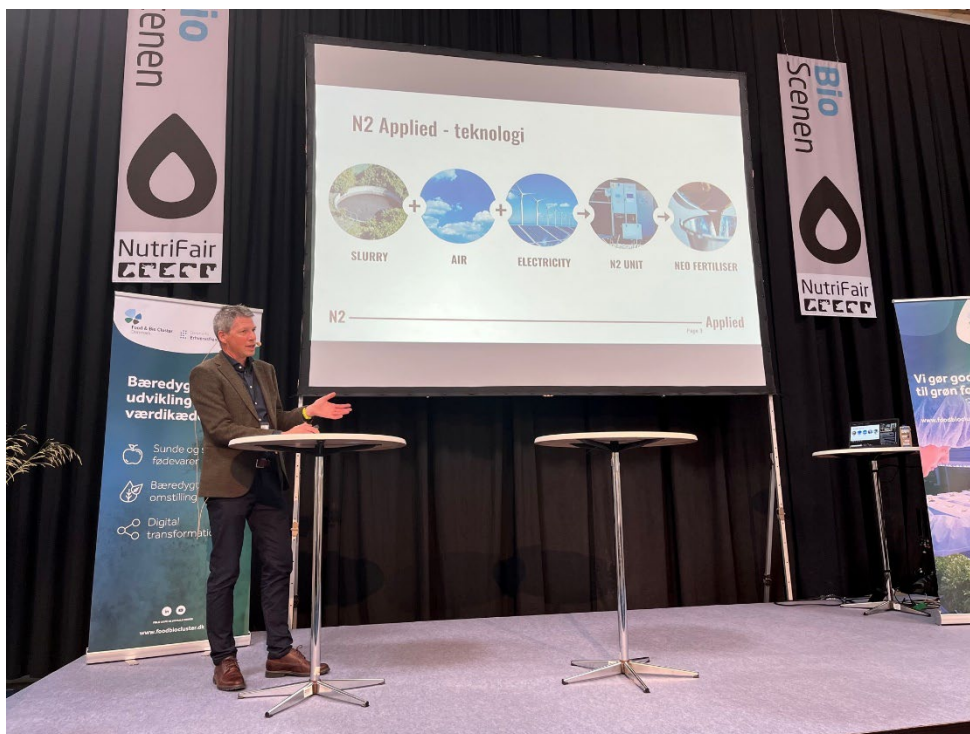
## 2. Dairy Tech UK 2021

Dairy Tech 2021 was organised as a 2 week online event, due to Covid-19. N2 participated and was represented by our Business Development Director for UK, Chris Puttick.



## 3. NutriFair DK

N2 participated at NutriFair, Denmark's specialised trade fair for livestock producers. N2 Applied was invited to hold a presentation. Head of Business Development, Trond Lund presented to the public, see photo below. The event was a very good networking event for N2, as part of the preparation for our market entry in Denmark.



#### 4. Dairy Tech (UK) 2022

Dairy Tech 2022 in the UK was organised on 7<sup>th</sup> of April in Stoneleigh Park. N2 attended with a stand and showcased our technology. The whole N2 UK team participated as well as two representatives from Business Development in Norway. See photos below.





## 5. British Pig and Poultry Fairy (UK) 2022

The UK Team attended Pig and Poultry in May 2022. This was a very valuable opportunity for the N2 to engage with stakeholders and gather knowledge on the British pig industry. See photo of our booth below.



## 6. Eurotier 2022 (DE)

Eurotier is known as the leading livestock fair globally. This EIC project has had a main aim of commercialising the N2 Technology and developing a new generation machine, the first of a kind commercial N2 Unit. At the same time, a part of the commercialisation strategy has been to scale the technology through partnerships. As we secured a partnership with the global agricultural supplier GEA earlier in November, the Eurotier trade show became a major opportunity to announce both the new strategic partnership and the commercial launch of the N2 Technology. This was executed and the feedback and traction we receive has been immensely successful. See photos from the trade show and launch below.

