

Save the Date!

AgriFutures' evoke^{AG}

Invest. Innovate. Impact.

17-18 February 2026

Melbourne Convention and Exhibition Centre



OFFICIAL

Melbourne to Host Premier AgTech Event in 2026

On 27 June 2025, **Agriculture Victoria** secured the host state sponsorship for evoke^{AG} 2026 from 17-18 February at the Melbourne Convention Centre.



- evoke^{AG} has a strong alignment to the Victorian Government's Economic Growth Statement, which identifies agribusiness as a priority growth sector and Victoria's standing as a leading global investment destination for Agtech and innovation.
- Led by AgriFutures Australia's, evoke^{AG} is a leading agrifood technology and innovation event that unites the agrifood innovation community across the Asia Pacific and around the world.
- evokeAG is held annually and it was last held in Victoria (Royal Exhibition Building) in 2019 and 2020.

Organiser



Platinum Partner



Host State Partner



OFFICIAL

About evoke^{AG} 2026

- evoke^{AG}. is the largest agrifood conference and exhibition in the Asia Pacific region, spotlighting bold ideas, breakthrough innovations, and disruptive science shaping the future of agriculture.
- evoke^{AG}. continues to facilitate investment, nurture innovation and create impact, which is reflected in its new evergreen tagline: **Invest. Innovate. Impact.**
- Since its inception in 2019, evoke^{AG}. has brought together over 8,100 delegates, 391 investors, 577 speakers, and 1,122 primary producers to drive agriculture towards a better future.

2025 HIGHLIGHTS

evoke^{AG}. 2025 was held in Brisbane on 18-19 February 2025.

The event attracted 1,957 delegates from over 25 different countries across the globe. We had over 2,000 attendees, including the media and crew.

645

AGRIBUSINESS/
CORPORATE/PRIVATE

347

PRODUCER

268

STARTUP/SCALEUP

267

GOVERNMENT

159

RESEARCH

130

UNIVERSITY

69

INVESTOR

47

ENTREPRENEUR

25

STUDENT

201

INTERNATIONALS

52

EVENT
PARTNERS

57

SIDELINE
EVENTS



Key benefits of attending evokeAG 2026 in Melbourne

- **Strategic Networking:** Connect with over 2,000 delegates from 20+ countries, including innovators, investors, researchers, policymakers and producers driving the next wave of agricultural innovation.
- **Cutting-Edge Innovation:** Discover and showcase the latest AgTech solutions that enhance productivity, sustainability, and profitability through live demonstrations and interactive sessions at the conference and sideline events.
- **Startup & Scaleup Showcase:** Present breakthrough technologies and business models, and engage with fellow entrepreneurs sharing their innovations.
- **Expert Insights:** Gain knowledge from 130+ speakers covering topics like productivity, climate resilience, supply chain transformation, and digital agriculture.
- **Investment Opportunities:** Meet potential collaborators and investors looking to support scalable solutions in the agrifood sector.
- **Immersive Experiences:** Participate in curated experiences that highlight real-world applications of emerging technologies.
- **Global Focus:** Gain insights into Australia and global trends and opportunities, with emphasis on collaboration across the global agrifood ecosystem.
- **Policy and Trend Insights:** Stay ahead of Asia Pacific and global agricultural trends, regulatory shifts, and consumer demands shaping the future of food and farming.

OFFICIAL



Pre-sale tickets

Save 25% now: Pre-sale tickets are available now until **Sunday, 3 August 2026**. All prices are GST inclusive.

- Standard delegate: \$1,312.50
- International delegate: \$1,237.50
- Startups & scaleups: \$990.00
- Producer delegate: \$825.00
- Student delegate: \$660.00

Visit: www.evokeag.com



Invest. Innovate. Impact.

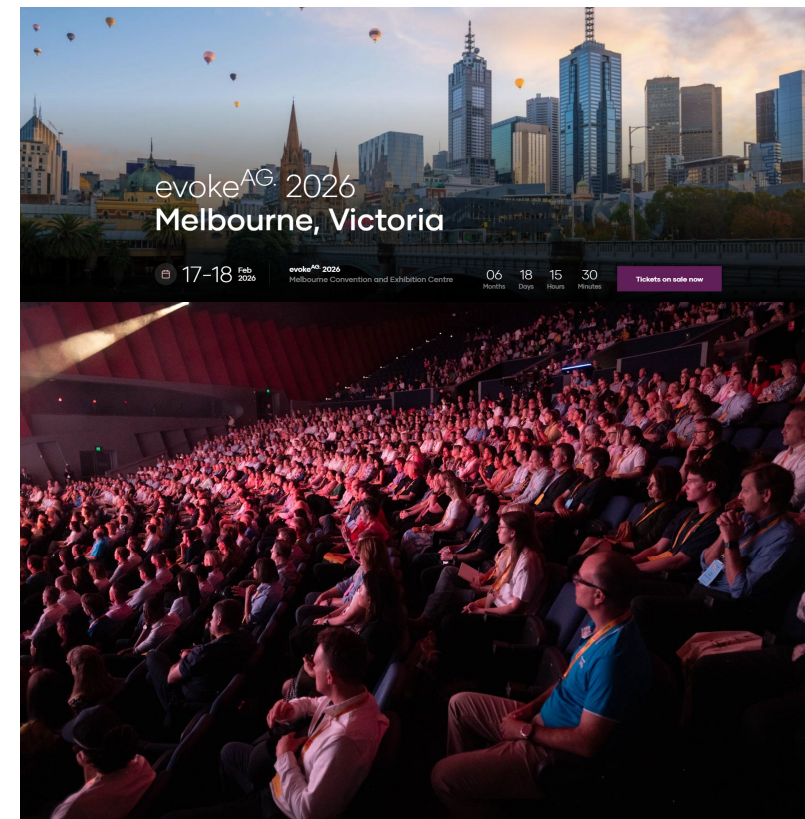
evokeAG Program

evoke^{AG} 2026 program is being developed. The conference will include plenary and breakout sessions, networking and sideline events over the 2 days.

evokeAG delivery format:

- **Startup Alley and Scaleup Station:** Dedicated exhibition zones for local and international startups and scaleups to present innovative solutions. A prime opportunity to gain visibility, attract investment, and connect with potential partners.
- **Demo Stage:** A dynamic platform for entrepreneurs, corporates, industry leaders and research organisations to showcase cutting-edge agrifood technologies, programs and collaborations. Ideal for launching new products, sharing success stories and provide project update.
- **Groundbreaker program:** a platform for bold ideas and emerging talent shaping the future of agrifood technology. The program empowers five emerging leaders who are committed to delivering impact for Australia's agrifood system, ensuring food security, nutrition and sustaining environmental and economic resilience.
- **Side events:** Designed to highlight Victoria's agrifood strengths and facilitate engagement with potential buyers, investors and partners from across Australia and overseas. Examples include:
 - **Networking events** to facilitate business matching with international delegates
 - **Innovation tours** to showcase agrifood capabilities and innovations in Melbourne and regional Victoria
 - **Country focused industry dialogues** focused on specific markets, fostering bilateral collaboration and knowledge exchange
 - **International AgTech Pitches/Challenge** for global startups to pitch solutions to industry challenges, attracting investor interest and media attention.

OFFICIAL



Victoria is a national leader in agricultural innovation

- **A national leader in agriculture** with 25 per cent of farm businesses in Australia - 20,000+ farms, including a network of digitally integrated SmartFarms – perfect for research and product testing.
- **World-class research and talent** - 9 leading universities & **14+ agricultural innovation and research centres**, including the Grains Innovation Park at Horsham, Horticulture Innovation Australia, and the ARC Dairy Innovation Hub and Melbourne Universities Agricultural Campus.
- **AgriBio, a \$288 million world-class facility** for agriculture bioscience research and development.
- **Regional SmartFarms aligned to major agricultural industries** for co-developed and co-invested industry research and innovation using close-to and market ready technologies.
- **A thriving startup ecosystem** with over 50 per cent of Australia's startups - 3,500 in total - including 100+ AgTech startups.

OFFICIAL



Further information



Stephen Baud

Program Manager AgTech Investment and Sector Development

stephen.baud@agriculture.vic.gov.au

M: +61 448 806 046



Visit: www.evokeag.com



Linny Thom

Senior Project Officer AgTech Investment & Sector Development

linny.thom@agriculture.vic.gov.au

M: +61 499 785 899