



LANDBOUSKOU IN MAURITIUS
SON SAFARI

syngenta.



Son-Safari 2026

speakers

Erik de Vries

Agri Technovation



Erik de Vries is Joint CEO and co-founder of Agri Technovation, a global agricultural intelligence business powered by technology and innovation. He leads the company's strategic direction across agronomy, data, and advanced decision-support systems, helping position the business among a new generation of globally relevant players shaping the future of crop production.

With over 20 years' experience in precision farming, plant nutrition, and soil science, Erik is a trusted advisor to large-scale farming operations across multiple continents. His work focuses on translating complex soil, plant, and environmental data into clear, actionable strategies that improve yield, profitability, and long-term resilience.

Central to this approach is the development of an increasingly integrated model, bringing together agronomy, products, data, and services into a unified system that enables more intelligent, outcome-driven farming. This thinking reflects a broader industry shift toward holistic, insight-led solutions, aligned with global trends.

A registered Professional Natural Scientist, Erik combines deep technical expertise with a pragmatic, systems-based perspective, helping growers and agribusinesses move beyond fragmented inputs toward more precise, scalable, and sustainable production.

