



Greenlabs to present means to resolve the global food crisis at WEF

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Greenlabs will present strategies to address the food crisis, which will involve the digital transformation of agriculture with data, in front of global leaders. Sang-hoon Shin, CEO of Greenlabs, will participate in the Davos Forum in Switzerland (World Economic Forum Annual Meeting, WEF).

WEF has a session on 'Feeding 10 Billion: How Will We Eat in 2050?' during which CEO Shin will be giving a speech on behalf of Greenlabs regarding the need for developing comprehensive and effective online solutions for all members of the agricultural community as the means to resolve the global food crisis. The aim of the event is to present ways to establish a sustainable food supply chain by forecasting supply and demand for agro-food products, maximising resource efficiency and standardising the agro-food system.

Additionally, Greenlabs will be having bilateral meetings with numerous officials from global agricultural companies, governments, and international organisations. The company will share information about its global platform services that involve farmers worldwide and also talk about plans to expand services through collaborations with different organisations globally.

According to Sang-hoon Shin, CEO of Greenlabs, he plans to "Promote ways to stabilise and establish the agri-food value chain by creating a global community through a digital platform." He also mentioned that "Greenlabs will play a significant role as a global innovator, acknowledged for its technology and ability to address the food crisis on the international stage."

The theme of this year's Davos Forum is 'Cooperation in a Fragmented World' with a special emphasis on energy and food issues. In the 'new era', raising awareness about ways to tackle energy and quantity shortages caused by various simultaneous crises such as climate change, COVID-19, and war in Ukraine, will be a major focus of discussion during the

event.