

**EVOKE<sup>AG</sup>**

# **MARKET IMMERSION**

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**2024 NEW ZEALAND DELEGATION PROFILES**

# OVERVIEW OF COMPANIES IN THE NEW ZEALAND DELEGATION

<b>TYPE</b>	<b>NAME</b>	<b>PERSON(S)</b>	<b>WEBSITE</b>	<b>STAGE</b>
Government	Callaghan Innovation	Sophie Rebbeck Simon Yarrow Shane Dooley Kerrie Mayo	<a href="http://agritechactivator.co.nz/">agritechactivator.co.nz/</a>	Established
Technology Company	Apiary Solutions Ltd	Andrew Thompson	<a href="http://www.apisolutions.co.nz">www.apisolutions.co.nz</a>	Growth
Technology Company	AquaWatch	Peter Fullerton-Smith	<a href="http://www.aquawatchesolutions.com/">www.aquawatchesolutions.com/</a>	Growth
Technology Company	CropX Limited	Eitan Dan	<a href="http://www.cropx.com">www.cropx.com</a>	Start Up - Late Stage
Technology Company	Machines at Work Trimax Mowing Systems	Shaun Sievwright	<a href="https://machinesatwork.co.nz/">https://machinesatwork.co.nz/</a> <a href="http://trimaxmowers.co.nz/">trimaxmowers.co.nz/</a>	Start Up - Early StageEstablished
Service Providers	Trinder Engineers	Jared Silvester	<a href="https://trinder.co.nz/">https://trinder.co.nz/</a>	Expansion

## THE NEED FOR INNOVATION AND TECHNOLOGY IN AGRICULTURE HAS NEVER BEEN STRONGER...

I extend my warmest wishes to the New Zealand delegation embarking on the evokeAG Market Immersion trip to Perth Australia. This trip aims to explore different operations, technologies, systems and solutions within the state of Western Australia which offer a valuable platform for collaboration and learning.

Embrace the diversity of perspectives and expertise around you, engaging in meaningful conversations with local farmers, experts, and policymakers. Forge relationships and partnerships that benefit your businesses and the agricultural community as a whole. Remain open-minded and receptive to different views and approaches, seeking collaborative solutions.

I wish you a productive trip, filled with transformative insights and lasting connections. Your experiences will shape the future of our agricultural industries here in New Zealand. I look forward to the knowledge and ideas you will return with, as we work together toward a sustainable future for New Zealand and the world..

Safe travels, and see you soon in Perth!



Simon Yarrow,

**Callaghan Innovation**

# CALLAGHAN INNOVATION

<https://agritechactivator.co.nz/>

**About Us:** Callaghan Innovation is New Zealand's innovation agency. We provide Research and Development services, funding & training to help businesses grow faster. Callaghan Innovation is working with other New Zealand Government agencies and industry partners to unleash the true power of our agritech companies.

**Purpose:** We're accelerating the global growth of New Zealand agritech.

**Objectives:** Callaghan Innovation works with the government partner agencies to provide services, advice and access to networks - in New Zealand and globally - to enable powerful partnerships, and create world-leading solutions that will work for people, and the environment.

## DELEGATES:



**SOPHIE REBBECK**

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Christchurch, New Zealand  
[Email](#) | [LinkedIn](#)

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**SIMON YARROW**

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Auckland, New Zealand  
[Email](#) | [LinkedIn](#)

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**SHANE DOOLEY**

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Auckland, New Zealand  
[Email](#) | [LinkedIn](#)

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**KERRIE MAYO**

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Auckland, New Zealand  
[Email](#) | [LinkedIn](#)

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# APIARY SOLUTIONS LTD

[www.apissolutions.co.nz](http://www.apissolutions.co.nz)

**About Us:** We have developed and deployed complex operations management solutions for commercial beekeepers in NZ and Australia including development of inhouse IoT hardware/firmware/sensing technology using satellite/cellular backhaul. We have dozens of years of experience developing operations management solutions in other industries globally, and have leveraged that expertise and IP into the Agri-tech space. We are 100% committed to growing our beekeeping vertical, but also exploring the potential to solve other problems across the broader Ag/Hort industry using our IoT technology.

**Purpose:** Meet with beekeepers to continue growth and R&D. Conduct end user research with farmers and industry to explore expansion of the IOT product set to a broader agriculture/horticulture base.

**Objectives:** Sales, collaboration, market research, possible beachhead customer/project for a new vertical IoT deployment within ag/hort.

## DELEGATE:



### ANDREW THOMPSON

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Auckland, New Zealand

[Email](#) | [LinkedIn](#) | [Agritech Knowledge Hub](#)

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## AQUAWATCH

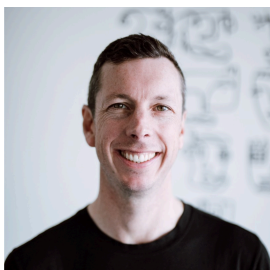
<https://www.aquawatchesolutions.com/>

**About Us:** AquaWatch is enabling multigenerational water stewardship through the delivery of data driven insights. By using scalable and practical hardware we gather the full picture, using advanced analytics, machine learning, and AI to provide actionable information to make water management easier, and more effective. We are providing a solution to a global need. Western Australia understands the value of strong water management and we are here to provide the facts which make that easier and more effective.

**Purpose:** We are part of startup Alley at evoke<sup>AG</sup>. We did the immersion last year and it ran so well.

**Objectives:** Investment, Collaboration, Sales, Growing our presence in Australia.

## DELEGATE:



### PETER FULLERTON-SMITH

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Auckland, New Zealand

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## CROPX LIMITED

[www.cropx.com](http://www.cropx.com)

**About Us:** Digital Agronomist. App, and sensors combined with powerful Agronomic Farm management System. We are international - and just recently establish a new entity in AU.

**Purpose:** We are growing fast in AU - Last year immersion in SA - was great and successful - we would like to replicate that.

**Objectives:** Collaboration, finding new potential business partners, getting to know the local regulators.

## DELEGATE:



### EITAN DAN

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Wellington, New Zealand

[Email](#) | [LinkedIn](#) | [Agritech Knowledge Hub](#)

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## MACHINES AT WORK

<https://machinesatwork.co.nz/>

**About Us:** Machines at Work automates existing machinery helping address some of the biggest challenges faced by growers today. The solution we're developing can be installed on your tractor or other machine, enabling it to self-drive so that tasks like spraying can be performed without an operator. Unlock the benefits of automation with Machines at Work. Boost productivity and discover the reassurance of jobs done right every time.

**Purpose:** Brand awareness, networking and identifying new potential markets for our products and services.

**Objectives:** Customer insights, sales, collaboration, and networking in both Horticulture and Viticulture.

### DELEGATE:



#### SHAUN SIEVWRIGHT

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Tauranga, New Zealand

[Email](#) | [LinkedIn](#) | [Agritech Knowledge Hub](#)

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# TRIMAX MOWING SYSTEMS NZ LIMITED

<https://trimaxmowers.co.nz/>

**About Us:** Trimax designs and manufactures a wide range of rotary and flail equipment, which has become the benchmark worldwide. From England's Windsor Castle to US PGA Championship courses, we're continuing to raise the bar on results. Commercial design and manufacturing company of rotary and flail equipment who has 40 years of global export experience and mature sales channel.

**Purpose:** Gain market intel to support and assist with future NPD decision making. Explore H&V opportunities – an application which is gaining traction in their market. Networking in horticulture and viticulture.

**Objectives:** Research and development research for the future.

## DELEGATE:



### SHAUN SIEVWRIGHT

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Tauranga, New Zealand

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# TRINDER ENGINEERS

<https://trinder.co.nz/>

**About Us:** Trinder Engineers is a business based in Nelson that offers engineering solutions to the Tasman region. Along with general engineering expertise we provide specialised engineering advice and solutions in forestry, horticulture, and viticulture. We are currently looking to expand further into the horticulture sector.

**Purpose:** Networking and exploring new potential markets for our products and services.

**Objectives:** Exploring new potential markets in WA for our products. This will potentially bring growth and expansion to our business.

## DELEGATE:



### JARED SILVESTER

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Nelson, New Zealand

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