

# ATS, TuksNovation partner in promoting agricultural innovation in SA

AFGRI Technology Services (ATS) has partnered with the University of Pretoria's TuksNovation to foster innovation in the agricultural sector in SA.



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TuksNovation, a non-profit company founded by UP in partnership with the Department of Trade and Industry and the Department of Small Business, is a technology business incubator and accelerator providing specialised product and business development support to tech startups.

ATS has partnered with TuksNovation for its annual Activate Competition, which searches for cutting-edge and innovative technologies and startups that can be grown into successful businesses.

“The objective of the competition is to identify potentially profitable technologies and disruptive startups for virtual incubation and Acceleration, with the intention of building AFGRI’s innovation capacity and to foster support for and growth of South Africa’s entrepreneurs,” says ATS MD Niki Neumann.

The competition is open primarily to UP and Gordon Institute of Business Science students, as well as academic staff and alumni. “ATS will be actively participating in the competition by helping to validate entry concepts and providing a degree of mentoring to relevant startups in the fintech, foodtech and agtech spaces.”

The deadline for competition entries is 22 March. For more information, go to [www.tuksnovation.co.za/activate](http://www.tuksnovation.co.za/activate).