

**Session I Pitch 4**

**Promoting a green strategy  
through smart production technology**

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NTT Group established its first company specializing in "agriculture x ICT" with the goal of playing a role in solving problems in the primary industry sector, including agriculture, which is a key industry in the region, by utilizing NTT Group's strengths in ICT and its accumulated assets.

Today, a sustainable food supply system in society is necessary, therefore, it is crucial to promoting a green strategy based on smart production technology.

We will present some examples of our efforts to achieve both "highly productive agriculture" and "labor saving" in the region, as well as "compatibility between agriculture and reduction of environmental impact.