

VEGGA, Part of the MatHolding Group, Recognised as One of the 10 Most Disruptive Companies in Catalonia, According to ACCIÓ

- The agricultural digitalisation platform has received the 'Catalonia Exponential Leaders' distinction, which recognises companies and start-ups that are leaders in the field of disruptive innovation for their ability to generate a positive societal impact beyond their business, as well as their potential for exponential growth and the integration of disruptive technologies.

Palau de l'Anglesola (Lleida), 17th July. – VEGGA, a joint venture launched by MatHolding together with Sistemes Electrònics Progrés, has been selected as one of the ten most disruptive companies of the year in Catalonia. This recognition is awarded by ACCIÓ — the Agency for Business Competitiveness — as part of its Exponential Leaders programme, which identifies established companies and start-ups as benchmarks in the field of disruptive innovation.

VEGGA is leading the digitalisation of the agricultural sector with a platform that combines IoT and artificial intelligence to manage crops more efficiently. The solution optimises irrigation, fertilisation and crop protection, with a focus on profitability and sustainability. It has established strategic partnerships with organisations such as IRTA and BASF. The company operates in over 25 countries, with key markets including Spain, Portugal, Chile, and Italy.

"We are an example of how two Catalan family-owned companies — a multinational, MatHolding, and an SME, Sistemes Electrònics Progrés — have chosen to join forces to lead the transformation of the sector from within, with a focus on sustainability and profitability," says Eduard Obis, CEO of VEGGA.

The Exponential Leaders programme recognises award-winning companies for their ability to create a positive impact on society beyond their business activity, their unique value proposition, company culture, and potential for exponential growth. The selection also considers their ability to incorporate disruptive technologies such as artificial intelligence, big data, and advanced biotechnology. These companies specialise in sectors such as health and life sciences, energy, agriculture, and culture.

The 2025 Exponential Leaders, alongside MatHolding–VEGGA, include: 4BlueTech, Admit Therapeutics, Casa Batlló, Grup Estabanell (Energy in the Cloud – ERIA), Prototy.xyz, Sequentia Biotech, Sycal Medical, UniSCool, and Yplasma.

The awards ceremony took place this Wednesday at the WTC in Barcelona and was attended by over 300 business leaders, with the presence of Minister Miquel Sàmper.

About VEGGA

VEGGA is a comprehensive 360° digital platform that enables agricultural professionals to manage their operations holistically, optimising agricultural production in a smart, sustainable, and innovative way. Using the most advanced precision agriculture technologies on the market, VEGGA supports decision-making regarding the precise use of crop inputs — irrigation, fertilisation, and plant health — as well as the generation of agrometeorological indices and the economic control of operations.

VEGGA was established in 2022 by MatHolding and Sistemes Electrònics Progrés with the aim of democratising precision agriculture, agronomic knowledge, and digital farm management.

About MatHolding

MatHolding is a global, family-owned industrial group dedicated to developing solutions and technologies for the efficient and sustainable management of agriculture and water. With origins dating back to 1935, the group's businesses span agricultural care — including IQV (crop protection), Regaber (professional irrigation), VEGGA (digital management of crops and farms), and TerraNostra (agricultural estate modernisation) — as well as the water cycle, with Aquestia (fluid control and conveyance), STF (filtration), and Hidroglobal (hydraulic projects). The group employs over 1,200 people in more than 15 countries, operates 10 production plants, and serves over 140 countries across five continents.

More

MatHolding

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