



# INCONTRARSI MEET PER CRESCERE TO GROW

NETWORKING MEETINGS OF WINE  
AND AGRIFOOD EXPERTS AND  
ENTREPREUNERS



Development of an innovative network for the promotion of  
extroversion of agro-food companies in Adriatic - Ionian Area

**INNOVAGRO**



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## 1.1. Introduction

The ADRION area is characterized by low innovation performance, limited capacity of SMEs, inadequate cooperation among companies and research institutes, low synergies among agro-food and tourism sector and low implementation of environmentally – friendly farming practices. On the other hand, there are some strong points, such as the existence of quality agro-food products, the existence of a number of competitive and highly active research and innovation clusters, albeit with poor intraregional joint activities, and also the existence of RIS3, where transnational cooperation can focus on, in order to find solutions in the common problem of SMEs extroversion. The field is complex and requires much learning in terms of internationalization, access to market, financing, networking, innovation capacity, business transfer, entrepreneurship, cross – border & cross – sector co-operation, and environmentally – friendly farming practices . It also entails incorporation of new forms of SME development, such as design, eco-conception and corporate social responsibility. The project focuses on the development of links and synergies between farmers, agro-food enterprises, Research Institutes and Public Authorities, for

- a) the promotion of agro-food products' extroversion,
- b) the development of agro-food companies' internalization, and
- c) the promotion of environmentally – friendly farming practices.

## 1.2. Short presentation of INNOVAGRO project

The aim of the workshop was to help to create a network in the project Interreg Adrion INNOVAGRO. The goal of the project is a development of an innovative network of the promotion of extroversion of agro-food companies in Adriatic-Ionian Area. 10 Partners from five countries: 1 from Albania, 4 from Greece, 1 from Slovenia, and 2 from Serbia and 2 from Italy are participating in the project.

The project partnership consists of:

- 3 research institutes and Universities with extensive experience in business innovation and rural development (Technical University of Crete, E-institute, institute for comprehensive development solutions, University of Basilicata)
- 3 chambers (Chania Chamber of Commerce and Industry, Union of Chambers of Commerce and Industry of Albania, Chamber of Serbia), fully representing the agro- food SME's at their territories
- 1 agriculture confederation (Italian Confederation of Agriculture)
- 2 regional/local authorities (Region of Crete, Province of Potenza)
- 1 network (Network of the Insular Chamber of Commerce and Industry of the EU)

### 1.3. Fourth Transnational Networking Workshop in Orsara di Puglia (FG)

The Fourth Transnational Networking Workshop of the Interreg Adrion INNOVAGRO Project was organized by CIA Puglia on 26th September 2019 in “Nuova Sala Paradiso” in Orsara di Puglia (FG).

Territorial challenges:

The cooperation between companies from agrofood and tourism sector and research institutes are not as good as they should be.

The results of the scientific research prove that if you mix honey with herbs you have another product with other value which can reach another market. The organizations, companies, institutions don't communicate and there is a gap between that.

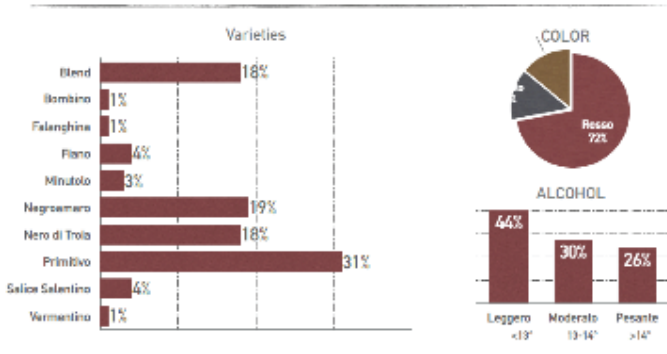
The main feature of the INNOVAGRO project is the study and promotion of innovative activities, experiences and approaches to the production, management and supply/sale of products and services related to the agricultural and agri-food sector. In this view, CIA Puglia intends to focus its meeting and promotional activities on “experiential tourism”. In the economic field, “agro-experiential” is the entrepreneurial approach focused on enhancing the “experience” - productive, management and implementation - as an added value to the purchase of a product or service linked to the rural sector. In this context, a peculiar importance is attributed to food and wine tourism, which is characterized by culture, traditions and typicality of the territories where food products are produced. More precisely, food and wine tourism is configured as the excursion activity linked to the culture of “good food”, the typicality of food products and the traditional nature of the means of production. For this reason, in recent years, food and wine tourism has conquered an important Italian market share, based on the offer of multiple itineraries and destinations that allow tourists to discover the culture and traditions of each different geographical area of the Country. Moreover, food and wine tourism is not limited to the mere promotion of local agri-food products, because it extends its area of interest to all economic sectors connected to the typicality of local traditions.

Nine experts presented best practices in the area of agricultural innovative projects and a national promotion scheme.

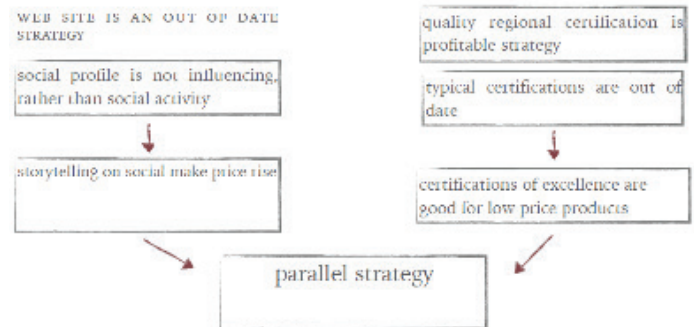
Dr. Antonio Stasi of the University of Foggia, of the Department of Agricultural, Food and Environmental Sciences, presented a work on the experience and storytelling that rural tourism can grant, underlining the importance of food as a vector of the message. Those who buy an agri-food product do not want to know the commercial numbers of the production, but the history that exists behind the product and the link with the land, often received through social media and the company's website. The study sees its application to the wine market by describing a bottle of PGI red wine with a price between € 9 - 12 or € 15 - 25, of the “Primitivo” variety (typical Apulian grape cultivar) as the best selling and with a light alcohol content. In conclusion, it is possible to draw a parallel strategy consisting on the one hand of the experience sold through the web experience and on the other of the quality expressed by the territory; however storytelling could be a commercial / marketing strategy not just hospitality or pride.



## INTRINSIC CHARACTERISTICS



## CONCLUSIONS



[www.sites.google.com/a/unifg.it/antonio-stasi/](http://www.sites.google.com/a/unifg.it/antonio-stasi/)

Dr. Mariarosaria Lombardi, from the University of Foggia, Department of Economics, spoke about the experience for social innovation in agriculture in rural tourism and giving the example of “Vazapp” (a rural social hub). Social innovation aims to

- develop networks and communities in marginal agricultural areas,
- encourage the development of sustainable tourism models,
- encourage generational turnover with a high cultural level,
- develop specific skills,
- be able to have a decent income in the agricultural field,
- increase the level of trust.

Vazapp achieves these goals through “farmer’s dinners” and other events based on human relationships.



**SOCIAL INNOVATION**



- ✦ The application of **SOCIAL INNOVATION** for the development of rural areas is **NOT NEW!**



## A SOCIAL INNOVATION INITIATIVE: VAZAPP

- ✦ Recently, its importance has been recognised to be effective above all for the **MARGINALISED RURAL AREAS ...**



- ✦ These areas play an important role for the **PRIMARY SECTOR** (food provision), the environmental protection and also for **TOURISM**.



“INNOVAGRO” Project Meeting in Puglia - 26th September 2019

“INNOVAGRO” Project Meeting in Puglia - 26th September 2019

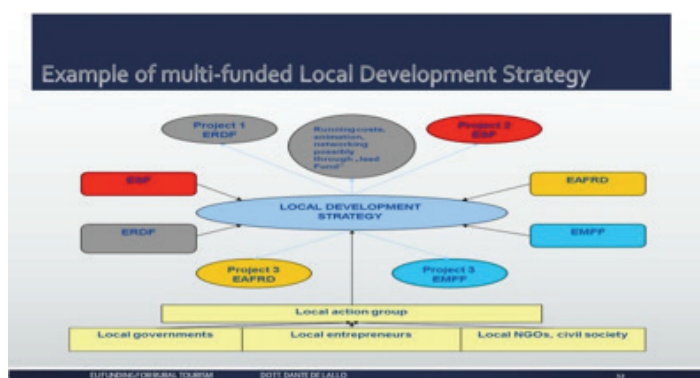
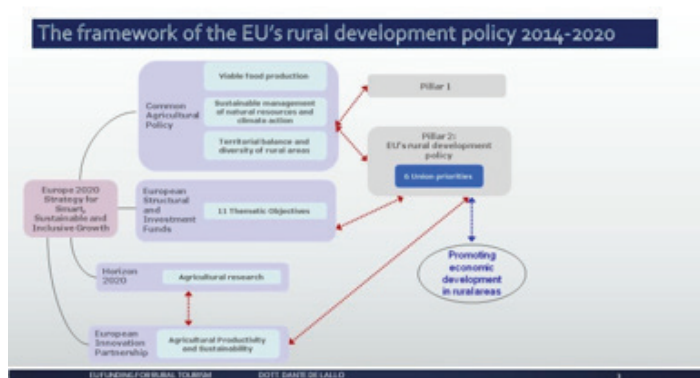
[www.sites.google.com/a/unifg.it/lombardi-mariarosaria/](http://www.sites.google.com/a/unifg.it/lombardi-mariarosaria/)

Dr Dante de Lallo, Director of the Local Action Group LAG “Daunia Rurale 2020”, talked about funding from the European Community for Rural Tourism and showing the possibilities of economic supply from the RDP measures and the related pillars. In the 2014-2020 RDP, rural development priorities are as follows:



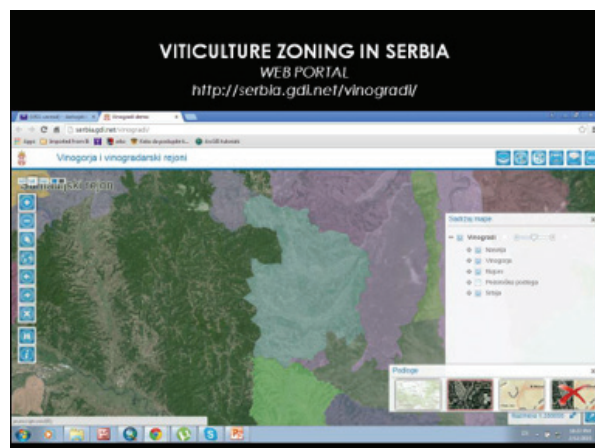


1. Knowledge transfer and Innovation.
  2. Farm viability, competitiveness, innovative farm technologies, sustainable management of forest.
  3. Food chain organization, incl. processing / marketing, animal welfare and risk management.
  4. Restoring, preserving and enhancing ecosystems.
  5. Resource efficiency and shift towards a low carbon and climate resilient economy.
  6. Social inclusion, poverty reduction and economic development in rural areas.
- It showed the different areas of development and the methods of approach to financing, the local development models and finally the other European projects related to the primary sector, such as fishing.



[www.galdauniarurale2020.it](http://www.galdauniarurale2020.it)

Msc Darko Jaksic from the Center for Viticulture and Oenology in Belgrade showed the condition of viticulture in Serbia and how the wine tourism sector is evolving in the nation. The study began by comparing viticulture in the world, passing through the European one and finally the Serbian nation and how the cultivation of grapes and wine production has changed thanks to the adoption of European laws. Territorial variables such as altitude, climate and agro-ecosystem were examined; shown the local varieties and the vine growing systems for each region of wine-growing interest. The winemaking mapping activity of Serbia is interesting, so as to keep the production and territorial characterizations under control. Finally, the economic data regarding the cultivation and annual production of the companies were shown. The relationship ended by marking the link between the Serbian territory and viticulture.



[www.cevvin.rs](http://www.cevvin.rs)

Dr Boban Ilic from Standing Working Group for Regional Rural Development in South East Europe, spoke about networking in the agricultural sector and rural development in the Western Balkans, i.e. the regional support mechanism for financing and cooperation. the vision of cooperation is defined as “the innovative and sustainable agriculture and rural development through cohesive regional co-operation for improvement of rural livelihoods in the SEE countries”; while the mission is “To increase horizontal collaboration among respective countries and territories of SEE, coordinating regional initiatives related to agriculture and rural development and support the process of social and economic development of rural areas in South Eastern Europe”

The Project sees collaboration between Eastern European countries such as: Albania, Bosnia and Herzegovnia, North Macedonia, Montenegro, Serbia and Kosovo. The aims of the project are:

- Facilitate regional policy / political dialogues and platforms on topics of need among the SEE countries (APF, MM);
  - Cultivate institutional cooperation through building and maintaining relevant regional technical working groups;
  - Address trilateral and multilateral matters in a ad hoc thematic discussions (trade, food safety and etc.);
  - Develop declarations and political statements to foster joint cooperation practices;
  - Increase political commitment to multi-stakeholder approach governing and efficient EU approximation processes;
  - Increase effects of set regional agendas (SEE 2020 Strategy, Balkan Rural Development Network and etc.);
- Strengthen regional reconciliation;  
through the use of tools for creating networks.

The expected results are:

- Facilitation and organization of 10 regional policy dialogues;
- Increased participation of local stakeholders;
- Preformed over 10 extensive studies; evidence-based policy papers and assessment reports;
- Organization of 7 active Regional Expert Advisory Working Groups;
- Active network of 300 experts, network of relevant Universities and Academia as well as Public institutions and CSO;
- Functional 7 Regional Stakeholder Groups (LAGs);
- Implemented 3 Grant Schemes in rural areas;
- Over 4,500 stakeholders trained on PCM, business plan development, value chain & clustering, employment and technical policy measures;
- Over 170 people-2-people events supported with more than 3500 business contacts created;
- 62 jobs created;
- 47 businesses and start-ups supported in rural areas.



[www.seerural.org](http://www.seerural.org)

Prof Evangelos Grigoroudis of the Technical University of Crete, presented a work on online business tools and agro-food companies in the Adrionarea. The main aim is to provide a general overview about the digital business tools focusing on entrepreneurship support and growth, through different models:

- Online or Virtual Business Centers,
- Online or Virtual Incubators,
- Online Business Accelerators,
- Online Innovation / Entrepreneurship Centers,
- Online Business Platforms.

These models are different from the typical online business tools (agro-food SMEs). The sample are 15 agro-food companies from Greece, Serbia, Italy, Albania, and Slovenia, and wide coverage of products (honey, wine, beer, avocado, milk, meat, vegetables, fruits, spice, snail). Important is the Business foundation and planning, which provides:

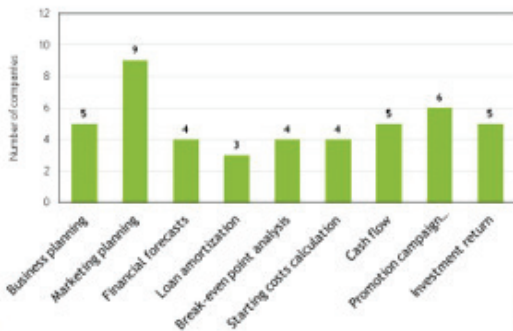
recognition of business opportunity, no extensive business plan and / or a market research (most of companies trusted their instinct or “listened their heart”), initial financing based on own funds (bank loans and EU / National programmegrants at a later stage), most have a business plan but few updates it regularly, limited participation of experts in business plan development, neutral reaction in using an online tool for business planning, current use of simple tools (eg, MS Office).

The Concluding remarks is that the gap in business support, the larger needs in early business stages, the usefulness of online business tools, different needs depending on the size and market orientation, collaboration with other companies, institutions, etc. (e.g., cluster, business association, agricultural cooperative) and collaboration with Universities and Research Centers.





## Useful online tools



## Concluding remarks

- ▶ Gap in business support
  - ▶ Larger needs in early business stages
  - ▶ Usefulness of online business tools
  - ▶ Different needs depending on the size and market orientation
- ▶ Other needs
  - ▶ Collaboration with other companies, institutions, etc. (e.g., cluster, business association, agricultural cooperative)
  - ▶ Collaboration with Universities and Research Centers

[www.pem.tuc.gr/index.php?id=5195](http://www.pem.tuc.gr/index.php?id=5195)

Dr Makraki Charitaki Chrise from the Region of Crete showed the Promotional Program of P.D.O. / P.G.I. & Organic Products within The European Food Masters - taste the authentic. The program presents the variety of agri-food production of the Crete Region and the cultural experience associated with it. The Agronutritional Cooperation of the Region of Crete, founded in March 2012 and constitutes a non-profit organization, aiming at the publicity, pro-motion and marketing of Cretan quality products. Its goal is to link the primary sector with tourism and catering services and it constitutes an integral part of the wider business and strategic planning called "Agricultural Products Basket" of the Region of Crete.

The Agronutritional Cooperation brands are: crete where values are born, cretan cuisine, cretan grocery store and open wineries. In 2016 and 2017 local entrepreneurs, whose products were certified under the brand "crete", were able to travel and attend large food and drink exhibitions in Greece and abroad. Indicatively, several entrepreneurs were subsidized for their participation in the FOOD EXPO International Exhibition of 2016 and 2017 in Athens, and others also took part in the Sial Paris 2016 International Exhibition.



THE EUROPEAN FOOD MASTERS

**THE EUROPEAN FOOD MASTERS  
TASTE THE AUTHENTIC**

Η Αρχιτεκτονική Έκθεση της Οικονομικής Κρήτης, από τον Απρίλιο του 2017 άνοιξε σε εμφάνιση το νέο συγχρηματοδοτούμενο από την Ευρωπαϊκή Ένωση και την Ελλάδα πρόγραμμα, στην ευχάριστη και φίλη του 11ης «THE EUROPEAN FOOD MASTERS – TASTE THE AUTHENTIC». Η κερκίδα αυτή σπάει να ενθαρρύνει την αγορά ύψιστης και σπουδαίας, την κατανάλωση των Π.Ο.Π., Π.Γ.Ε. και βιολογικών προϊόντων στην αγορά και στην αγορά της Γερμανίας, Παράλληλα, επικεντρώνει την Ευρωπαϊκή καταγωγή και το σκληρό χαρακτήρα των προϊόντων και στην αγορά για την προώθηση τους από τους επαγγελματίες της Γερμανικής αγοράς, γεγονός που αποτελεί στην επίσημη πύλη τους. Η δράση έχει συσταθεί βασισμένη, αφού αποβλήθηκε σε δύο χώρες μέλη της Ευρωπαϊκής Ένωσης, την Ελλάδα και τη Γερμανία.

Από το κοινό μέλη του προγράμματος «THE EUROPEAN FOOD MASTERS» διακρίνεται οι Ευρωπαϊκές παραγωγές που Η δράση «TASTE THE AUTHENTIC» ταυτίζεται άμεσα στις κατηγορίες των εμβληματικών και κορυφαίων γεωγραφικών προϊόντων της Ευρωπαϊκής Ένωσης, Π.Ο.Π., Π.Γ.Ε. & Β.Ο. για τότε παραγωγή της Κρήτης.







[www.agricrete.com/efm](http://www.agricrete.com/efm)

THE EUROPEAN FOOD MASTERS

Προϊόντα Π.Ο.Π. και Π.Γ.Ε. / **P.D.O. and P.G.I. Products**

| Π.Ο.Π.: Προστατευόμενη Ονομασία Προέλευσης | P.D.O.: Protected Designation of Origin   |
|--|---|
| Π.Γ.Ε.: Προστατευμένη Γεωγραφική Ένδειξη   | P.G.I.: Protected Geographical Indication |
| Olive Oils 10 P.D.O. / 1 P.G.I.            | Edible Olives 1 P.D.O.                    |
| 13 Wines 7 P.D.O. / 6 P.G.I.               | Honey 1 P.D.O.                            |
| 4 Cheeses 1 P.D.O.                         | Fruits 1 P.D.O. / 3 P.G.I.                |
| Rusk 1 P.G.I.                              |   |
| <b>Total —33</b>                           | <b>P.D.O. —24<br/>P.G.I. —9</b>           |

[www.agricrete.com/efm](http://www.agricrete.com/efm)

[www.crete.gov.gr/en/](http://www.crete.gov.gr/en/)

Prof Michele Masciale and Prof. Antonella Montanarella – Hotel High School Management “G. Gasparrini” of Melfi presented a report on the regional condition of Basilicata through restaurant services and the promotion of high quality agro food products. Typical Lucanian products and those that fall under the slow food presidium were shown. Among the main products we find: Caciocavallo podolico from Basilicata, Red Bean written from Pantano di Pignola, Baked Olives from Ferrandina, Pear from the Sinni valley and Pezzente from the Matera mountains.

**Paniere dei prodotti tipici lucani**

- Agnello delle Dolomiti lucane
- Maiale nero lucano
- Canestrato di Moliterno
- Capocollo
- Pancetta tesa
- Lampascioni
- Ceci neri di Tolve
- Fagioli di Sarconi
- Ficotto di Pisticci
- Fragola Candonga
- Miele lucano
- Pistacchio di Stigliano



**Fagiolo rosso scritto del Pantano di Pignola**

La pianta rampicante, produce un seme tondo ovoidale, con fondo beige e screziature rosso scure da cui deriva il nome di rosso scritto. La coltivazione ha lasciato il posto nel dopoguerra agli allevamenti di bestiame




Oggi i produttori sono riuniti in un'associazione di coltivatori custodi, con un proprio disciplinare di produzione e un marchio che contraddistingue il fagiolo rosso scritto originale. In cucina grazie alla buccia, molto tenera, è indicato per la preparazione di antipasti e contorni, ma è anche consumato in zuppe, da solo o “maritato” con verdure o carne.

Area di produzione: Lago Pantano di Pignola

[www.gasparrinimelfi.it/iis/](http://www.gasparrinimelfi.it/iis/)





## 1.4. How we circulate ideas

The day after the seminar, the experts participated in the event organized in collaboration with Vazapp, with the aim of making this association known and how they circulate ideas; in this case the themes were those presented the previous day. Entrepreneurs invited by the partners also attended the meeting. Vazapp is the first rural hub in Puglia and intends to relaunch the agricultural sector through a path of social innovation, promoting relations in agriculture for the development of ideas and entrepreneurial activities, aimed at creating opportunities and giving life to a “cultured chain”. The way in which the meeting took place was the division of the participating group into couples and after a brief cognitive conversation between the members of the couple, the members tried to take on the role of the other component and tell the characteristics, the difficulties, of the market of origin; subsequently ideas on how to solve problems were presented. The work has been fruitful and to understand how to best face the current market with a view to globalization and how to create a network, the latter main objective of this trans-Adriatic network. The following points illustrate the main points.



[www.vazapp.it](http://www.vazapp.it)

### 1.4.1. Innovagro: a new network

An emerged aspect is the need to “Make a System”, to believe in the district in order to guarantee real self-propulsive development of the area based on actions aimed at:

- a. Establishment of a network to create a system among the subjects involved to fill the absence of scientificity and organicity with which small producers try to face the market and compete; each producer tends to move individually, instead the inclusion in an organized system that shares the same objectives to solve problems that are common would also put the individual in a position of greater strength and able to compete more efficiently.
- b. The establishment of a network on the one hand favors the creation of a strong promotional strategy and on the other it is a form of defense of the local system, also because it avoids

competition between local producers and would allow them to be able to start marketing directly as they have managed. to make a few great local producers.

c. Establishment of a Service Center to support local production which facilitates communication between the interlocutors concerned, which supports companies in their strategic choices and can respond to the needs of the supply chains, primarily towards internalisation for marketing.

d. Implementation of a promotion policy to make local products visible and recognizable to the consumer: creation of a territorial brand linked to specific production regulations for the entire territory to present itself on the markets with new strength,

e. Promotion of a coordinated training policy, of the producers as regards the management of the company and the involvement of young people, a weak band for the world of work, and of the structures supporting the local production system since there is no adequate technical assistance and which concerns the lack of resources capable of developing promotional and marketing strategies, the knowledge of languages in order to communicate with foreign bodies (EU), with the involvement of the category associations and the entrepreneurs themselves because they are the ones who really need and they can express ad hoc solutions for problems. There is a lack of subjects who are able to intercept EU funds.

f. Creation of a logistic platform that organizes the distribution, given the numbers and the strategic position of the area.

g. Creation of synergies and opportunities for dialogue to implement local governance and to respond to needs related to access to credit and financial and insurance services.

In response to the needs of companies in the agri-food sectors, the district can represent the tool capable of guaranteeing their satisfaction, through the development of a system of skills and relationships, in synergy with the other local development actors, such as Trade Associations and Professional Organizations, Research and Development Centers for Innovations, Experimental Companies and Agricultural Development Bodies, Public Bodies and Local Institutions.

## 1.4.2. Actions to be implemented

- Territory:
  - enhance cultural traditions,
  - pay more attention to geographical and social characteristics.
- Quality:
  - create products with a high quality standard,
  - innovate the production and conservation processes of the products.
- Innovation:
  - invest in research and development,

- promote greater attention to the environment, reduce waste.
- **Marketing:**
  - develop and implement IT promotion systems,
  - share commercial information.
- **Internalization:**
  - access new markets, participate in fairs, missions and calls,
  - Strengthen existing commercial channels.

### 1.5. Territorial experience: food and activities

The theme of the event organized by Cia Puglia is based on the experiential tourism in the agricultural and rural sector. In this view, CIA Puglia intends to focus its meeting and promotional activities on “experiential tourism”. In the economic field, “agro-experiential” is the entrepreneurial approach focused on enhancing the “experience” - productive, management and implementation - as an added value to the purchase of a product or service linked to the rural sector.

A dinner and wine tasting was organized for the guests. The dinner focused on the knowledge of the basic materials of the typical cuisine of the area: wholemeal flours of ancient grains, herbs and vegetables, oil, meats in the form of seasoned meats, cheeses. In the wine tasting, two varieties of the Dauni mountains were chosen: Uva di Troia and Tuccanese, both vinified in rosé, in order to show how two typical vines can be innovated and adapted to the market. Moreover, food and wine tourism is not limited to the mere promotion of local agri-food products, because it extends its area of interest to all economic sectors connected to the typicality of local traditions.

In this perspective, Puglia has twentyone Slow Food coverage, twentytwo IG Food and thirtynine IG Wine (IG is a formal certification of geographical origin of food and wine), as well as the formal certification of two hundred seventyseven Traditional Agri-food Products. On the other hand, Puglia has thirtyfour “City of Taste” (which are cities formally certified as linked to the tastes of the regional agri-food tradition), thirtyone “City dell’olio “((that are cities formally certified as places of economic and social interest linked to the production of oil), fifteen cities formally certified as linked to the production of wine and four cities to the production of beer. Added to this are twelve “Ways of Wine and Gods Flavors “(that are certified enogastronomic itineraries connecting different regional touristical areas linked by the same typical products) and as many Museums of Wine and Oil.

On the second day, partners with experts and entrepreneurs participated in the “emotional harvest” in which it was possible to see and participate in how the harvest was carried out in the traditional way. In addition, in the location that hosted the event there are catacombs of Greek-Roman mold, an example of how you can create events closely related to the territory.





## 1.6. B2B: not only commercial contracts, but to know the ways

The second day of the event organized by CIA Puglia focused on the B2B meeting between the Apulian companies identified directly by the Confederation and the agri-food entrepreneurs invited by the partners present. The meeting which generally involves the creation of commercial transactions between companies, was focused on the knowledge of the following aspects:

- o foreign companies
- o agri-food products with different vegetable raw materials
- o raw materials processing techniques
- o quality and innovation of agri-food products.











# INNOVAGRO



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