

INNOVAGRO

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Chania Chamber of Commerce and Industry (Greece)

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- 4) Network of the Insular Chambers of Commerce and Industry of the European Union (Greece)
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INNOVAGRO

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

This project is supported by the Interreg ADRION Program funded under the European Regional Development Fund and IPA II fund

INNOVAGRO project focuses on the development of links and synergies between farmers, agro-food enterprises, Research Institutes and Public Authorities, for the promotion of agro-food products' extroversion, the development of agro-food companies' internalization and the promotion of environmentally - friendly farming practices.

Project budget in EUR	1.060.000,00
ERDF and IPA II funding in EUR	901.000
Project duration	30 Months

Adrion Programme web: www.adrioninterreg.eu
 Innovagro Project web: www.innovagro.adrioninterreg.eu



Project objectives, expected result and main outputs

The main objective of the “INNOVAGRO” project is the development of an interregional system for the reinforcing of the interaction between research centers and universities, companies of the agro-food sector, as well as the rest of the institutions dealing with promoting extroversion and entrepreneurship in the participating countries, so as to provide SMEs with innovative services of marketing and management, in order to increase their extroversion and internalization. This main objective is further analyzed in the following sub-objectives:

1. development of innovative mechanisms and tools aiming at the amplification of the collaboration between the participant countries' SMEs and the reinforcement of their ability to do business abroad
2. development of innovative transnational business networking
3. development and dissemination of knowledge, aiming at improving the competitiveness of agro-food SMEs
4. reinforcement of the services that promote the innovation and extroversion of agro-food SMEs
5. creation of co-operation network between professional associations from the agro-food and tourism sector, Research Institutions, and Public Authorities
6. link farmers, agro-food and agro-tourism companies, as a transnational vertically intergraded chain
7. create awareness about the implementation of environmentally - friendly farming practices.

The above mentioned objectives are in fully agreement with the Specific Objective 1.1 “Support the development of a regional innovation system for the Adriatic-Ionian area”, of “ADRION 2014-2020” Programme regarding “smart” growth, which is giving special attention to the promotion of innovation in a number of common interest fields (e.g. agro-food and tourism), outlining important competitive advantages of the area. It will try to support partnerships in order to strengthen clusters, networks, economic sectors, value chains, and increase the interaction among stakeholders in the Partner States.

Project main result

Given the objectives that the project is intended to achieve and in order to help the SMEs to innovate and to access the international markets the partnership will work closely to improve the SMEs' competitiveness paying a particular care to synergy-building processes and the creation of links between Institutions, Public Authorities and the agro-food SMEs. Innovative services will be developed, that through internet, will be delivered strategic information about the targeted markets, the normative and legislative issues about the same markets' access, and strategic marketing actions. The “SMEs networking” process will finally materialize in concrete meetings and workshops where the enterprises will have the opportunity to create new trade and business relationships. Through project's interventions the results will be achieved by contributing to:

- improvement of SMEs productivity, competitiveness and access to the international market leading to growth in the SMEs' turnover (derived from the transfer of successful experiences through the Transnational Cooperation Network in agro-food & tourism sector established by the project)
- reducing the transactional costs;
- creation of new trade contacts and relationships (through entrepreneurial missions).
- increasing the percentage of SMEs involved in internationalization and innovation processes
- strengthening research and innovation activities and technological development in the targeted areas by assuring the interaction between R&D and SMEs needs
- setting up the basis for new strategies/policies from local/regional authorities, to support SMEs innovation in agro-food sector
- involving policy makers and stakeholders with increased awareness and enhancing their relevant knowledge, competencies and skills,
- increasing the implementation of environmentally - friendly farming practices,
- enforcing the link between agro-food (production) and tourism sector (consumption).