

PAST EVENTS

7th INNOVAGRO Transnational Networking Workshop - February 26, 2020, Matera, Italy

5th INNOVAGRO Special Extroversion Event - February 24-25, 2020, Potenza, Italy

4th INNOVAGRO Special Extroversion Event - November 23, 2019, Belgrade, Serbia

FUTURE EVENTS

To be announced soon.

About the Innovagro Project

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 access to market, internationalization, 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 the promotion of agro-food products’ extroversion, the development of agro-food companies’ internalization, and the promotion of environmentally - friendly farming practices.”

Interreg 
ADRION **ADRIATIC-IONIAN**
 European Regional Development Fund - Instrument for Pre-Accession II Fund



Newsletter

**Visit INNOVAGRO's platform
site here**

Project Results

- The improvement of agrofood SMEs' productivity, competitiveness and access to the international market.
- Increasing the percentage of agrofood SMEs involved in networking, internalization and innovation process.
- Strengthening the links between R&D Institutes, SMEs, and Regional & Local authorities in the field of innovative entrepreneurship.
- Increase the use of environment- friendly farming practices.

Innovagro Project Focus

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.

The goals

The 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.

Development of innovative transnational business networking.

Development and dissemination of knowledge, aiming at improving the competitiveness of agro-food SMEs.

Reinforcement of the services that promote the innovation and extroversion of agro-food SMEs.

Creation of co-operation network between professional associations from the agro-food and tourism sector, Research Institutions, and Public Authorities.

Link farmers, agro-food and agro-tourism companies, as a transnational vertically intergraded chain.

Create awareness about the implementation of environmentally - friendly farming practices.

One of the main project’s outputs is the development of a Virtual Transnational Business & Entrepreneurship Center in a form of a computerized specialized Information Environment which will provide support through e-incubators, e-business network platform, digital tools for the self-assessment of an SME’s level of extroversion and e-library system.

TECHNOLOGY SOLUTIONS

The e-platform will also include a section offering or requesting cooperation among clusters or bodies and SMEs acting in agro-food sector in all over Europe.

The interested entities, cluster organizations are allowed to post contact details, a short description of the proposal, request or intention and type of cooperation wanted.

Cooperating regions with strong agro-food sector can learn from each other, strengthen the EU food area and can increase the competitive advantage and welfare of the EU by building interregional projects on an EU level based on regional strengths.



LEAD PARTNER



PROJECT PARTNERS



ΠΕΡΙΦΕΡΕΙΑ ΚΡΗΤΗΣ
REGION OF CRETE



U.C.C.I.A.L.

BASHKIMI I DHOMAVE TË TREGTISË DHE INDUSTRIË SË SHQIPËRISË
UNION OF CHAMBERS OF COMMERCE & INDUSTRY OF ALBANIA



Interreg EUROPEAN UNION
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European Regional Development Fund - Instrument for Pre-Accession II Fund

Thematic Cluster towards
Sustainability in Cultural and
Natural Tourism Destinations

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