



“Final Results Dissemination Forum AGROSMARTglobal”

DATE: Tuesday, Wednesday and Thursday (7th, 8th and 9th) February 2023

PLACES: Day 1: Hotel Oca Puerta del Camino,

C/ Miguel Ferro Caaveiro, s/n; Santiago De Compostela; A Coruña

Day 2: Viticultores Martín Codax, S. Coop. Galega

Burgáns, 91; Vilariño – Cambados; Pontevedra

Day 3: Viña Costeira, S. Coop. Galega - Pazo de Toubes

Outeiro, 2; Cenlle; Ourense

REGISTRATIONS (Latest date: 3rd February 2023, 14h CET):

- https://docs.google.com/forms/d/1YXqFel2wamUwx1Em_QH8VX6l00i6Nis6In-2Zj1zLoA/edit, by clicking on this form.

AGROSMARTglobal "Space for the competitiveness, promotion and intelligent international expansion of agri-food cooperatives in the SUDOE rural areas" aims to alleviate the disadvantages of rural areas and encourage their development and economic cohesion, supporting agri-food cooperatives in their specific needs to improve competitiveness through the creation and consolidation of networks and support services for internationalisation.

AGROSMARTglobal aims to consolidate the space for the interconnection, interaction and competitiveness of agri-food cooperatives in the SUDOE through the development of processes, tools and advanced support services that facilitate positioning, promotion and intelligent international expansion through digital marketing strategies that are committed to inter-company cooperation.

3 MEMBER COUNTRIES (Spain, Portugal and France). Covering 10 territories of the SUDOE area (Galicia, Castilla-La Mancha, Basque Country and La Rioja - Spain; New Aquitaine - France; and Norte, Algarve, Centro, Lisboa and Alentejo - Portugal).

10 PARTICIPATING ENTITIES: Unión de Cooperativas Asociación Galega de Cooperativas Agrarias; Cámara Oficial de Comercio, Industria y Servicios de La Rioja, Cooperativas Agroalimentarias Castilla-La Mancha; KONFEKOOP - Confederación de Cooperativas de Euskadi, AMVOS Digital S.L; Association des Régions Européennes des Produits d'Origine, AREPO, COOP de France Nouvelle Aquitaine, Chambre de Commerce et d'Industrie Limoges et Haute-Vienne; Universidade de Trás-os-Montes e Alto Douro, UTAD, Confederação nacional de cooperativas agrícolas e do crédito agrícola de Portugal, CONFAGRI.

PROGRAMME

FINAL RESULTS DISSEMINATION FORUM

AGROSMARTglobal

Programme

PLACE: Santiago de Compostela, Cambados and Cenlle (Galicia, ES)

DATES: 7th-9th February 2023

TUESDAY, 7th February

- 16:15. Welcome [Place: Room OCA HOTEL PUERTA DEL CAMINO]
- 16:30 - 19:00. **6th TRANSNATIONAL COORDINATION MEETING OF THE PROJECT**
- 16:30 - 16:40. Review and signature of the Minutes of the 5th Transnational Coordination Meeting (TCM5) of the project held on 19th October 2022 in Lisbon (Portugal).
- 16:40 - 16:50. Review of the commitments agreed on the Minutes of the TCM5 of Lisbon (Portugal).
- 16:50 - 17:50. Analysis of project results.
 - WP1: Analysis of the capability of adaptation and differentiation of the agricultural cooperatives of the SUDOE territory in the current international market.
 - GT2: Creation of digital internationalisation support services and development of business models for intelligent commercialisation.
 - GT3: Actions to boost knowledge in digital marketing and promote intercooperation for intelligent internationalisation.
- 18:30 - 19:00. Transversal project closure activities.
- 21:00. Dinner at "Restaurant La Bodeguilla de San Lázaro", in Santiago de Compostela (<https://www.labodeguilla.gal/san-lazaro/>). Courtesy of AGACA.

WEDNESDAY, 8th February

- 9:00 - 21:00. AGROSMARTglobal CAPITALISATION, TRANSFER AND RESULTS DISSEMINATION EVENT IN GALICIA

- 09:00H. Meeting point at OCA HOTEL PUERTA DEL CAMINO (Santiago de Compostela). Bus tour for interested groups and 1st Technical Visit Trip (1 hour, approx.).

- 10:00H. Arrival at the cooperative Viticultores Martín Codax, S. Coop. Galega, in Cambados.

- 10:10H. Guided visit to the Martín Codax facilities: an innovative winery in wine production technology and in the use of e-commerce.

- 11:30H. Coffee break.

- 12:00H. Welcome words by **Mr. President of Viciticultores Martín Codax**

- 12:05H. Start of the event: **Good Practices in internationalisation and smart marketing and the use of new technologies.**

- 12:10H. Presentation: **New trends in wine consumption**, by Juan Vázquez, General Manager of Martín Codax, S.A.U. and Chairman of the Marketing Committee of OIVE.

- 12:45H. Questions and answers.

- 12:55H. Presentation: **Good practices in digital internationalisation**, by Fernando Aparicio of AMVOS DIGITAL.

- 13:25H. Questions and answers.

- 13:35H. **Presentation of the MOOC training platform of the AGROSMARTglobal project**, by Fernando Aparicio of AMVOS DIGITAL.

- 14:00H. Lunch at the winery itself, in Cambados.

- 15:45H. Continuing with the Programme. Planned presentations.

- 15:55H. Presentation: **The commercial positioning of products in the markets: the importance of image and packaging**, by Mr. Carlos Carrión, president of Vitivinícola Arousana, S. Coop. Galega.

- 16:25H. Questions and answers.

- 16:45H. Presentation: **The protection of geographical indications (PDOs and PGIs) on the Internet**, by Mr. Arnaud Lellinger, LLF Avocats for AREPO.

Presentation: **The protection of products protected by D.Os and I.G.Ps of differentiated quality in digital commerce**, by Mr. Jesús Gonzalez, President of the Regulatory Council for Galician Beef and Beef of Spanish Origin.

- 17:15H. Questions and answers.

- 17:30H. Quick break.

- 18:00H. Presentation: **Aira's Digitisation Project: from farm to table**, by Daniel Ferreiro, Managing Director of Aira, S. Coop. Galega.

- 18:30H. Questions and answers.

- 18:40H. Presentation: **Sustainable and intelligent soil fertilisation**, Javier Caneda, Head of Fertilisers, Delagro, S. Coop. Ltada.

- 19:10H. Questions and answers.
- 19:30H. **Guided tasting of wines from Galician cooperatives**, led by Luis Paadín, president of Gallaecia, the Galician Association of Sommeliers.
- 20:30H. Cocktail dinner of products from Galician agri-food cooperatives.
- 21:30H. Return to Santiago de Compostela (approx. 50 minutes).
- 22:15H. Arrival at the entry hotel.

THURSDAY, 9th February

- 09:00H - 20:00H. **AGROSMARTglobal CLOSING DAY**
- 09:00H. Meeting point at OCA HOTEL PUERTA DEL CAMINO (Santiago de Compostela). Bus tour for interested groups and 2nd technical visit trip (75 min., approx.).
- 10:15H. Arrival at Pazo de Toubes, property of Viña Costeira S. Coop. Galega, in Cenlle.
- 10:20H. Coffee break.
- 10:40H. Welcome words by **Mr. President of Viña Costeira**.
- 10:50H. Presentation: **Marketing strategy for *O Sabor dos Ancares* beef**. Román Sanchez, CEO of A Carqueixa, S. Coop. Galega.
- 11:20H. Quick break.
- 11:30H. Presentation: **The use of new strategies in the marketing of wines at Viña Costeira: wine tourism, social networks, virtual tastings, ...** by Andrés Rodríguez, CEO of Viña Costeira, S. Coop. Galega.
- 12:00H. Questions and answers.
- 12:10H. Presentation: **The internationalisation of agri-food cooperatives: challenges and opportunities**, by Alberto Moreira, professor at UTAD.
- 12:30H. Questions and answers.
- 12:40H. **The overall results of the Pilot Projects implemented in the framework of AGROSMARTglobal**, by AMVOS DIGITAL.
- 13:10H. Questions and answers.
- 13:15H. **Closing ceremony**, with speeches by Andrés Rodríguez, Mayor of Cenlle; Carmen Rodríguez, president of AGACA; María Jesús Lorenzana, Regional Minister for Employment Promotion and Equality.
- 14:00H - 15:30H. **Cooperative wine tasting and lunch**. Courtesy of AGACA.
- 15:45H - 16:45H. Visit to Viña Costeira Vineyards and Winery in Ribadavia.
- 17:00H. Return to Santiago de Compostela (80 min., approx.).
- 18:30H. Arrival at the entry hotel.

SEMINAR OBJECTIVES

The main objectives set by the AGROSMARTglobal Seminar are to:

1st Raising awareness of smart marketing opportunities for cooperatives.

- We will reflect on the importance of social trends in food consumption; as well as digital internationalisation.
- We will also analyse the importance of the commercial positioning of products in the markets, especially products protected by DOs and PGIs.

2nd Improve the competitiveness of cooperatives in internationalisation and intelligent marketing.

- We will reflect on the complexity of marketing meat products in national and international markets.
- We will discuss some of the key strategies when marketing our food products.
- We will learn about the tools created at AGROSMARTglobal that have taught us and that we can use in digital internationalisation.