

## Cooperatives and national and international entities attend the final days of the AGROSMARTglobal project in Martín Códax and the Pazo de Toubes

- *This week the Final Forum of AGROSMARTglobal is held, in 3 locations: Santiago de Compostela, the Martín Códax winery (Cambados) and the Pazo de Toubes (Cenlle-Ourense), owned by the Viña Costeira winery.*

On the occasion of the Final Forum for the dissemination of AGROSMARTglobal results, two days of presentations were held focused on showing agents in the agri-food sector the new trends and good practices in product marketing, in addition to the AGROSMARTglobal results from which they can benefit. More than 60 representatives of cooperatives, SMEs and national and international entities attended.

On Tuesday, February 7, representatives of the partner entities of the project met in Santiago de Compostela to share the progress and tasks to be carried out.

On Wednesday, February 8, the conference was entitled Good practices in internationalization and smart marketing and the use of new technologies. Representatives of entities from Spain, France and Portugal met in Cambados, at the facilities of the Martín Códax cooperative winery, with representatives of cooperatives and SMEs to show some of the tools provided by the project.

Thus, the MOOC was shown, a training platform where, with the support of video and documents, 11 topics related to the management of a digital business strategy are developed.

Another of the presentations focused on the actions promoted by AGROSMARTglobal for the protection of products protected by Denominations of Origin and Protected Geographical Indications of quality and differentiated in digital commerce.

In addition, three Galician cooperatives offered talks on some of their areas of expertise. On behalf of Martín Códax and Paco y Lola, new trends in wine consumption and marketing were discussed, Delagro presented his proposal for sustainable and intelligent fertilization of the soil and Aira showed his digitization project: From farm to table.

On Thursday, the 9th, the event moved to the Pazo de Toubes winery (in Cenlle, Ourense), owned by the Viña Costeira cooperative. In relation to AGROSMARTglobal, two presentations were offered, one about marketing strategies and the other with the global results of the pilot projects that aimed to

establish commercial relations between cooperatives and SMEs from the participating countries and potential buyers from China and the United States. To this end, the project also created spaces on the main e-commerce platforms and its own catalog, where more than 300 products from cooperatives and SMEs are exhibited. You can consult the products in the catalog: <https://www.agrosmartglobal.eu/en/internacionalisation/>

On this day there were also presentations by Galician cooperatives; Specifically, the A Carqueixa cooperative presented the marketing strategy for O Sabor dos Ancares beef, while Viña Costeira detailed its wine marketing strategies, from wine tourism to virtual tastings that they carried out during the covid-19 pandemic. 19.

### **AGROSMARTglobal**

AGROSMARTglobal is a European project co-financed by the InterregSudoe 2014-2020 Program within the priority axis of promoting competitiveness and internationalization of Southwest European SMEs.

It offers numerous tools to promote the intelligent digital internationalization of cooperatives and SMEs. The main innovative aspect of AGROSMARTglobal is making use of the Internet to export: intelligent marketing. The project introduces the digital internationalization of the cooperatives of the SUDOE space and tries to support the improvement of the internationalization conditions and positioning of their products through the use of new technologies, in addition to addressing internationalization from cooperation, as a key resource for implement advanced support mechanisms and services, and smart international marketing strategies geared toward markets like China and the US.

The partners of the project, whose time horizon is 10/01/2019 - 03/31/2023, are: AGACA: Galician Association of Agri-Food Cooperatives (main beneficiary and coordinator), Official Chamber of Commerce, Industry and Services of La Rioja, Cooperativas Agroalimentarias de Castilla-La Mancha, KONFEKOOP: Confederation of Agrifood Cooperatives of the Basque Country, AMVOS Worldwide Digital, Association of European Regions of Origin Products, La Coopération Agricole Nouvelle-Aquitaine, Chamber of Commerce and Industry of Limoges and Haute-Vienne, UTAD: University of Trás-os-montes and Alto Douro and CONFAGRI: National Confederation of Agricultural Cooperatives.