

4th Transnational Coordination Meeting (TCM4) Agenda

PLACE: Spaces - Madrid (Amvos Digital Office), P.º de la Castellana, 200, 28046 Madrid

DATES: 9th of March 2022

**WEDNESDAY,
9th OF MARCH-
SESSION I**

4TH TRANSNATIONAL COORDINATION MEETING

09:00 - 09:10 Registration of participants and welcome on behalf of B5.AMVOS

09:10 - 09:20 Review of the commitments foreseen in the 3rd TCM Minutes (held on 14th of October 2020 in Portugal) and its approval. Signature of 3rd TCM Minutes (All Project partners)

09:20 - 11:00 Review of the project Working Plan by Work Packages. Deliverables and results. Next steps (Part 1)

WP1. Analysis of the capability of adaptation and differentiation of the agricultural cooperatives of the SUDOE territory in the current international market:

- Presentation of the Activity 1.3, ongoing tasks and next steps (B6.AREPO & B9.UTAD)

WP2. Creation of digital internationalisation support services and development of business models for intelligent commercialisation:

- Overview of current situation & presentation of ongoing tasks related to the Activity 2.1, Activity 2.2, Activity 2.3 & Activity 2.4 (B1.AGACA, B3.CACLM, B10.CONFAGRI & B5.AMVOS)
- Next steps (All partners)

WP3. Actions to boost knowledge in digital marketing and promote intercooperation for intelligent internationalisation:

- Overview of current situation & presentation of ongoing tasks related to the Activity 3.1 (B9.UTAD, B2.CCI La Rioja & B11.CCI Limoges)
- Planning of the Activity 3.2 & Activity 3.3 (B4.KONFEKOOP)
- Next steps (All partners)

11:00- 11:30 *Coffee break*

11:30 - 12:00 Review of the project Working Plan by Work Packages. Deliverables and results. Next steps (Part 2)

WP T1 & WP T3. Project management, follow up and evaluation:

- Overview of current situation & presentation of ongoing activities (B1.AGACA)
- Next steps (All partners)

WP T2. Project communication:

- Overview of current situation & presentation of ongoing activities (B3.CACLM)
- Next steps (All partners)

WEDNESDAY,
9th OF MARCH-
SESSION II

AGROSMARTglobal PROJECT DISSEMINATION EVENT IN SPAIN (WEBMINAR on ZOOM) 12:00 - 14:30

1. The importance of E-commerce in the agri-food sector
2. B2B and B2C strategy: how to combine them in your digital strategy
3. AGROSMARTglobal Project
4. Quick Export" initiative
5. Case Study

14:30 Networking Lunch. End of the transnational meeting

MEETING DOCUMENTS:

-
- *Agenda of the transnational meeting*
 - *Attendance list*
 - *PowerPoint presentation/s*
 - *Document of practical information*
 - *Evaluation questionnaire of the transnational meeting*
-