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PRESS RELEASE

KONFEKOOP is approaching the end of the European AGROSMARTglobal project with the AGROSMARTglobal Congress in Laguardia.



KONFEKOOP organised the AGROSMARTglobal Congress which was held in the town of Laguardia, in the south of the Basque Country, specifically in Rioja Alavesa. The Villa Lucia wine tourism area hosted the conferences.

On 16 and 17 November, presentations, visits and promotional activities were held for the products of the cooperatives in the Basque Country.

The conferences dealt with areas such as: internationalisation and its keys to success, the different existing differentiation strategies and innovation and digitalisation in the advancement of sustainability.

The Basque Government was accompanied by the Director of Quality and Agri-food Industries, Mr. Raúl Pérez Iratxeta, and the Deputy Minister of Labour and Social Security, Ms. Elena Pérez Barredo.

The internationalisation block involved the participation of cooperative companies with a significant track record in foreign trade, such as: Martin Codax S. Coop, Adegas Cooperativas Ponte de Lima and COVAP-Cooperativa del Valles de los Pedroches. In addition, the consultancy firm MING DA consulting provided an approach to Chinese social networks and their use for the marketing, promotion and visibility of products in the Asian market.

In the differentiation strategy block, there were two experiences. On the one hand, the French cooperatives' strategy of Agriconfiance certification, which allows the differentiation of cooperative products that comply with social responsibility standards; and on the other, the Baserria Km0 strategy of the Harakai S. Coop cooperative, which has built a way of communicating what lies behind its project and the link with the meat producers of the Basque Country.

In the digitalisation, innovation and sustainability block, the work carried out in two sectors was presented: KAIKU BERDEA, in which the dairy production cooperative KAIKU S. COOP participates and whose objective is to improve the sustainability of this sector based on innovation; and the track record of innovation in sustainability of the Viña Costeira S. Coop winery in Galicia, which has participated in various innovation projects to improve knowledge in viticulture.

Also, during the morning of the 16th, Andreas Kubach, Master of Wine, gave a lecture on the trends and commercial projects that are being created, based on the sustainability of the territories.

Attendees were also able to enjoy a tasting of local cooperative products, led by the gastronomic populariser Mikel Garaizabal and supported by HAZI Fundazioa. The following products were presented and tasted: extra virgin olive oil from Trujal de Moreda S. Coop, wine from Unión de Cosecheros de Labastida S. Coop and Cooperativa Vitivinícola de Lapuebla de Labarca S. Coop and Idiazabal cheeses from Latxa Esnea S. Coop. Txakoli from Getaria, Euskal Sagardoa and Eusko Label Bread were also tasted.

About AGROSMARTglobal

The AGROSMARTglobal project aims to promote collaboration between cooperatives and companies in the agri-food sector in the SUDOE area - France, Spain and Portugal - in order to have a better chance of success in the digital markets of China and the United States.

AGROSMARTglobal is a European project co-funded by the Interreg Sudoe Programme 2014-2020 as part of the priority axis for the promotion of competitiveness and internationalisation of SMEs in Southwest Europe.

The ten regions that make up the European SUDOE area concerned by this project are: in Spain: Galicia, Castilla-La Mancha, Basque Country and La Rioja; in France: New Aquitaine; and in Portugal: Norte, Algarve, Centro, Lisboa and Alentejo.

The AGROSMARTglobal project will run from 01/10/2019 to 30/03/2023.

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