

**COOPERATIVAS AGROALIMENTARIAS CASTILLA-LA MANCHA
HELD IN ALCÁZAR DE SAN JUAN THE 1st TRANSNATIONAL
FORUM OF THE EUROPEAN PROJECT AGROSMARTglobal ON E-
COMMERCE IN THE AGRO-FOOD INDUSTRY ON 19 AND 20 JULY.**

***The aim of the European Interreg Sudoe project
AGROSMARTglobal is to facilitate the internationalisation of the
agri-food sector in Spain, France and Portugal in the markets of
China and the United States through innovation and the
implementation of digital strategies.***

Cooperativas Agroalimentarias Castilla-La Mancha held the 1st AGROSMARTglobal Transnational Forum in Alcázar de San Juan at the Hotel Intur in the town, inaugurated by the organisation's director general, Juan Miguel del Real, and the director of IPEX CLM, Luis Noé Sánchez.

Both have expressed the importance of supporting the internationalisation of agri-food cooperatives, taking advantage of the benefits offered by new technologies and the evolution that e-commerce has undergone in recent years worldwide. The aim of these actions is to provide agri-food co-operatives with tools and training to enable them to boost the online sales channel and increase exports of their products through digital platforms, as well as to promote their positioning in international markets.

These conferences, focused on digitalisation and international trade, were aimed at improving the skills of the project partners so that the technicians can subsequently advise SMEs in the agri-food sector in their districts. This forum was attended by the partners of: Unión de Cooperativas Asociación Galega de Cooperativas Agrarias, **AGACA** -Leading Partner of the AGROSMARTglobal Project-; **KONFEKOOP**, Confederación de Cooperativas de Euskadi; **Cooperativas Agroalimentarias de Castilla-La Mancha**; **LIMOGES** and **NOUVELE AQUITAINE** (France); and **CONFAGRI AND UTAD** (Portugal).

PROGRAMME

The conference was attended by Nicolás Juste, project manager of the Production and Development Department of ANECOOP, with a presentation on: "Experience in the development of the application of new technologies in the agricultural sector"; followed by Luis Noé Sánchez, director of IPEX, with a presentation on: "Key factors for agri-food internationalisation in CLM"; and finally, Patricia Pérez, sales manager of Nexora Solutions, with a presentation on: "boosting your e-commerce through online marketing".

Afterwards, a round table was held to share experiences and address the concerns that most affect the agricultural sector, such as rural depopulation and generational change.

The AGROSMARTglobal project is designing aggregate showcases for agri-food companies in the SUDOE area -France, Spain and Portugal- to access the digital markets of China and the USA. The B2B platforms selected to host these showcases are: Importfood.net and Putaojiu.com for China and Rangeme.com and Alibaba.com for the US market.

Free consultancy services for SMEs on digital internationalisation will also be offered.

AGROSMARTglobal is a European project co-financed by the InterregSudoe Programme 2014-2020 within the priority axis of promoting the competitiveness and internationalisation of SMEs in Southwest Europe. The ten regions of the SUDOE European area covered 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, Lisbon and Alentejo.

21 July 2022.