

An international consortium of **10 beneficiary entities** is responsible for the project

agaca
Asociación Galega de
Cooperativas Agroalimentarias
Unión de Cooperativas Asociación Galega
de Cooperativas Agrarias, **AGACA**
(Main beneficiary) – Spain

Cámara
La Rioja
Cámara Oficial de Comercio,
Industria y Servicios de La Rioja,
COCI LA RIOJA – Spain

**cooperativas
agro-alimentarias**
Castilla-La Mancha
Cooperativas Agro-alimentarias
de Castilla-La Mancha, Unión de cooperativas,
CACLM – Spain

KONFEKOOP
Euskadiko Kooperatiben Konfederazioa
Confederación de Cooperativas de Euskadi
Confederación de Cooperativas de Euskadi,
KONFEKOOP – Spain

amvos
WORLDWIDE DIGITAL
AMVOS DIGITAL
– Spain

AREPO
ASSOCIATION DES
RÉGIONS EUROPÉENNES
DES PRODUITS D'ORIGINE
Association des Régions Européennes
des Produits d'Origine, **AREPO** – France

LA COOPÉRATION AGRICOLE
NOUVELLE-AQUITAINE
La Coopération Agricole
Nouvelle-Aquitaine,
LCA NA – France

**CCI LIMOGES
HAUTE-VIENNE**
Chambre de Commerce et d'Industrie
de Limoges et de la Haute-Vienne,
CCI LIMOGES – France

utad
UNIVERSIDADE
DE TRÁS-OS-MONTES
E ALTO DOURO
Universidade de Trás-os-Montes e Alto Douro,
UTAD – Portugal

CONFAGRI
Confederação Nacional de Cooperativas Agrícolas
e do Crédito Agrícola de Portugal, **CCRL**,
CONFAGRI – Portugal

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European Regional Development Fund

Space for the competitiveness, promotion and intelligent international expansion of agri-food cooperatives in the SUDOE rural areas



AGROSMARTglobal

AGROSMARTglobal is a European Project co-financed by the **Interreg Sudoe 2014-2020 Programme**, within the **Prioritary Axis 2: Promoting the competitiveness and internationalisation of the SMEs of Southwest Europe** (SUDOE area). Its main objective is to consolidate the space for interconnection, interaction and competitiveness of the Southwest European agri-food cooperatives through the development of advanced support processes, tools and services that facilitate the positioning, promotion and intelligent international expansion via digital marketing strategies that rely on inter-company cooperation.

The **AGROSMARTglobal project** "*Space for the competitiveness, promotion and intelligent international expansion of agri-food cooperatives in the SUDOE rural areas*" covers 10 regions of Southwest Europe (**Galicia, Castilla-La Mancha, Euskadi and La Rioja - Spain, Nouvelle-Aquitaine - France and Norte, Algarve, Centro, Lisboa and Alentejo - Portugal**). It aims to alleviate the disadvantages of rural areas and to favour their development and economic cohesion. The project will pursue these goals through the generation of capacities and the search for more efficient and effective transnational solutions to support the agri-food cooperatives in their specific needs in order to improve competitiveness by way of the creation and consolidation of networks and services to support internationalisation.

SPECIFIC OBJECTIVES

1. Support the **digital internationalisation of the Southwest European agri-food cooperatives**, taking benefit of the advantages offered by new technologies and the evaluation of electronic commerce at an international level.
2. **Promote the quality and origin agri-food products** of the SUDOE cooperatives in the international digital market, relying on their endogenous nature and **protect geographical indications** (PDOs and PGIs) on the Internet.

3. Strengthen the association of the SUDOE cooperative tissue and the **creation of alliances** with professionals in the destination market in order to facilitate **international promotion and expansion** via inter-company cooperation and networking.

BUDGET

The **AGROSMARTglobal** project has a total budget of **€ 1,598,000.00**, and is 75% co-financed by the **European Regional Development Fund** (ERDF).

PROJECT DURATION

42 months, from October 1, 2019 to March 31, 2023.

ACTIVITIES AND EXPECTED RESULTS

1. Analysis of the **adaptative capacity and the capacity of differentiation** of the agri-food cooperatives of the Southwest Europe area in the current international market.

Results: identification of strategies to promote and protect agri-food cooperatives' EU quality schemes (PDOs, PGIs, TSGs, organic farming), in particular geographical indications (PDOs/PGIs), on the Internet. Definition of strategies for the digital internationalisation of cooperatives products in two target markets (China and the USA). Creation of a transnational network that provides information, knowledge and adapted ideas, for the benefit of Southwest Europe agri-food cooperatives. Establishment of basis for a collective brand of agri-food cooperatives from Southwest Europe. Application of market intelligence to define the best strategy for introducing the products of agri-food cooperatives to international markets.



2. Creation of **support services** for the digital internationalisation and the development of business models for intelligent marketing.

Results: design and implementation of support services for digital internationalisation (technical consulting and pilot projects) aimed at agri-food cooperatives in Southwest Europe. Consolidation and optimization of the AGROSMARTcoop web portal, with new content in the AgroLab and the Virtual Intercooperation Community. Consolidation and provision of new content to ICT tools designed to promote learning about digital marketing and internationalisation. Implementation of technical consulting services on digital internationalisation and on access to international digital markets. Implementation of comprehensive digital internationalisation services focused on China and the USA through the B2B marketplace, with the identification of new opportunities for agri-food cooperatives in Southwest Europe.

3. Actions to **boost knowledge** in digital marketing and promote inter-cooperation for intelligent internationalisation.

Results: design and execution of a joint training program. Carrying out awareness-raising and networking actions on the thematic areas of the project, as well as developing joint actions for the international promotion of cooperative agri-food products and the creation of strategic alliances. An innovative joint training program about international digital markets, trade negotiation techniques and digital communication aimed at the agri-food cooperative sector. Creation of a favourable framework for inter-company cooperation to promote global strategic alliances, intelligent marketing and internationalisation projects. Promotion of the origin and quality of cooperative

products and services, together with the endogenous nature of their resources as a source of differentiation. Guarantee of the continuity and reproducibility of the activities, products and results of the project.

PROJECT PRODUCTS

They will mainly benefit the agri-food cooperatives of the SUDOE area and will consist of:

- **Joint Strategic Plan** for the digital internationalisation of small and medium agri-food cooperatives in the SUDOE area;
- **Technical consultancy** for digital internationalisation;
- **Pilot projects** for digital internationalisation;
- Joint **education and training program** in digital internationalisation;
- Joint campaign for the **promotion and international positioning** of agri-food cooperatives' products.

INNOVATIVE CHARACTER

The main innovative aspect is that the project makes **use of the Internet as a basis for facilitating the export of products**: intelligent marketing. The project introduces the digital internationalisation of cooperatives in the SUDOE area. It is the first project that will try to improve the conditions of internationalisation and positioning of SUDOE agri-food products through the use of new technologies, while also addressing the internationalisation process from the perspective of cooperation, seen as a key resource for implementing advanced support mechanisms and services, as well as intelligent international marketing strategies aimed at international markets such as China and the USA.