



# Introducing innovation in rural economy: **case studies**

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# Case study: UELCOM



- About the company
  - Relationship and Territorial Marketing
  - experience on “edge technology”, customer experience and communication applied on local market needs
  - *highly customizable Platform of Relations*

# Case study: UELCOM



- Meeting agribusiness entrepreneurs
  - Our work has started from GAL Carso needs:
    - *enhance communication*
    - define a relationship infrastructure
    - build an *integrated* offer of “Carso” product building up a network of stakeholder
    - Find *new ways to sell rural products*

# Case study: UELCOM



Uelcom

- Innovation for agribusiness:
  - a suite ready-to-go for agribusiness focused on customer relationship
  - develop of a dedicated digital project

# Case study: UELCOM



- Services:
- creation of a network of consumers and producers / distributors
- e-commerce as part of territory experience
- creating and managing an integrated marketing and communication strategy

# Case study: UELCOM



- Potential replication:

This project could be replicated and customised in other growing rural area of EU.

Basic requirements are:

- *Internet connection*
- *Typical Local products / services*
- *Last but not least... Enthusiasm! ;-)*