Introducing innovation in rural economy: case studies

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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

- 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! ;-)