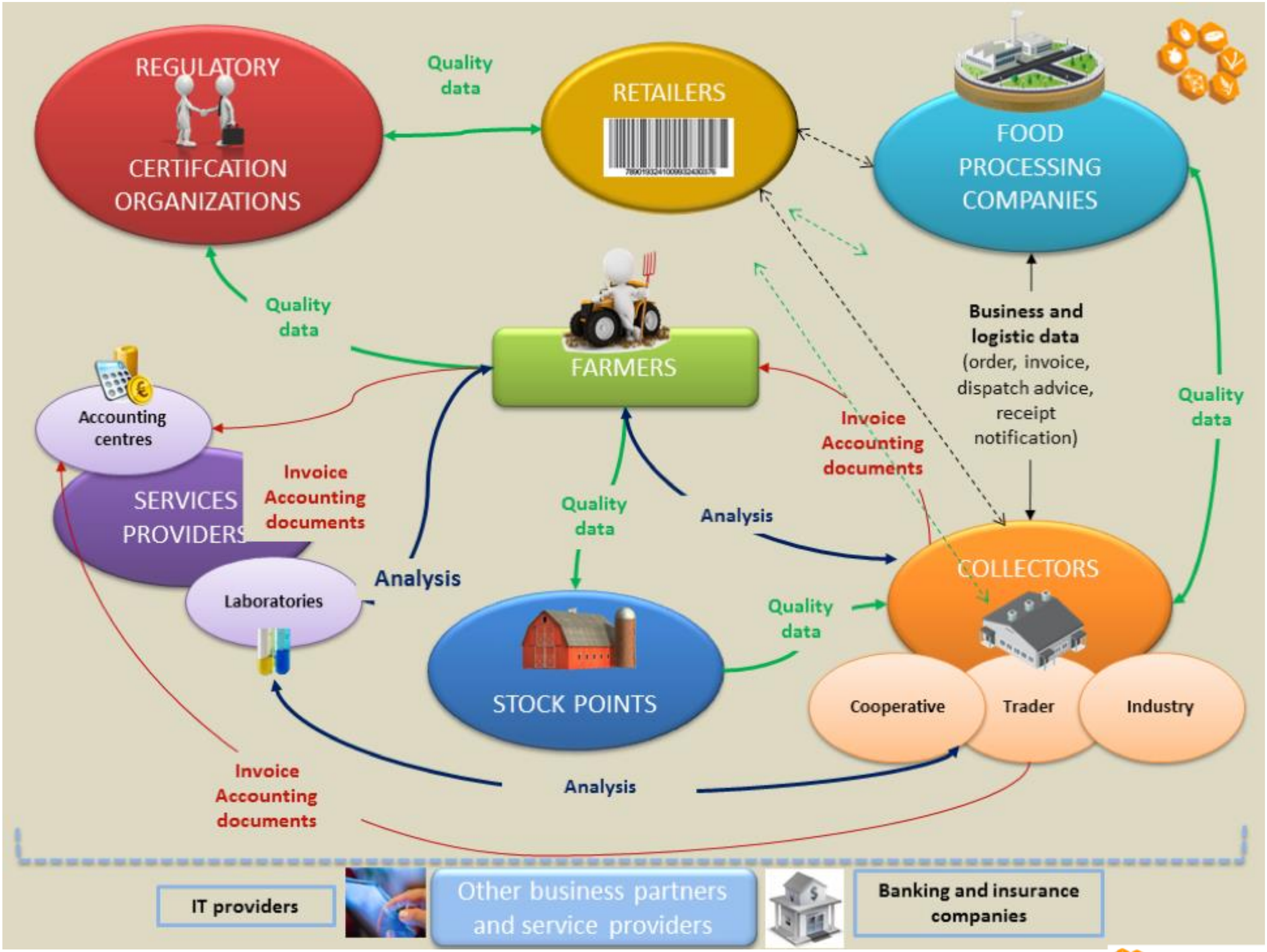
DIGITIZING THE AGRIFOOD SECTOR


REGULATORY
CERTIFCATION ORGANIZATIONS
Quality data
RETAILERS
FOOD PROCESSING COMPANIES
Quality data
FARMERS
Business and logistic data
(order, invoice, dispatch advice, receipt notification)
Quality data
Accounting centres
SERVICES PROVIDERS
Invoice Accounting documents
Invoice Accounting documents
Quality data
Analysis
Analysis
Laboratories
COLLECTORS
Quality data
STOCK POINTS
Cooperative
Trader
Industry
Invoice Accounting documents
Analysis
IT providers
Other business partners and service providers
Banking and insurance companies

eFoodChain

CHALLENGES SMES FACE

- ***Technological***
  - Process Optimisation
  - Compliance
  - Environmental Performance
  - Traceability
  - Packaging Solutions
  - Product Formulation
  - Product Characterisation
  - Inventory Management
- ***Organisational***
  - Business Admin
  - Distribution networks
  - Internationalisation
  - Business Models
  - NPD & Innovation
  - Market Access
  - Marketing
  - Human Capital issues

FOOD PRODUCER NEEDS

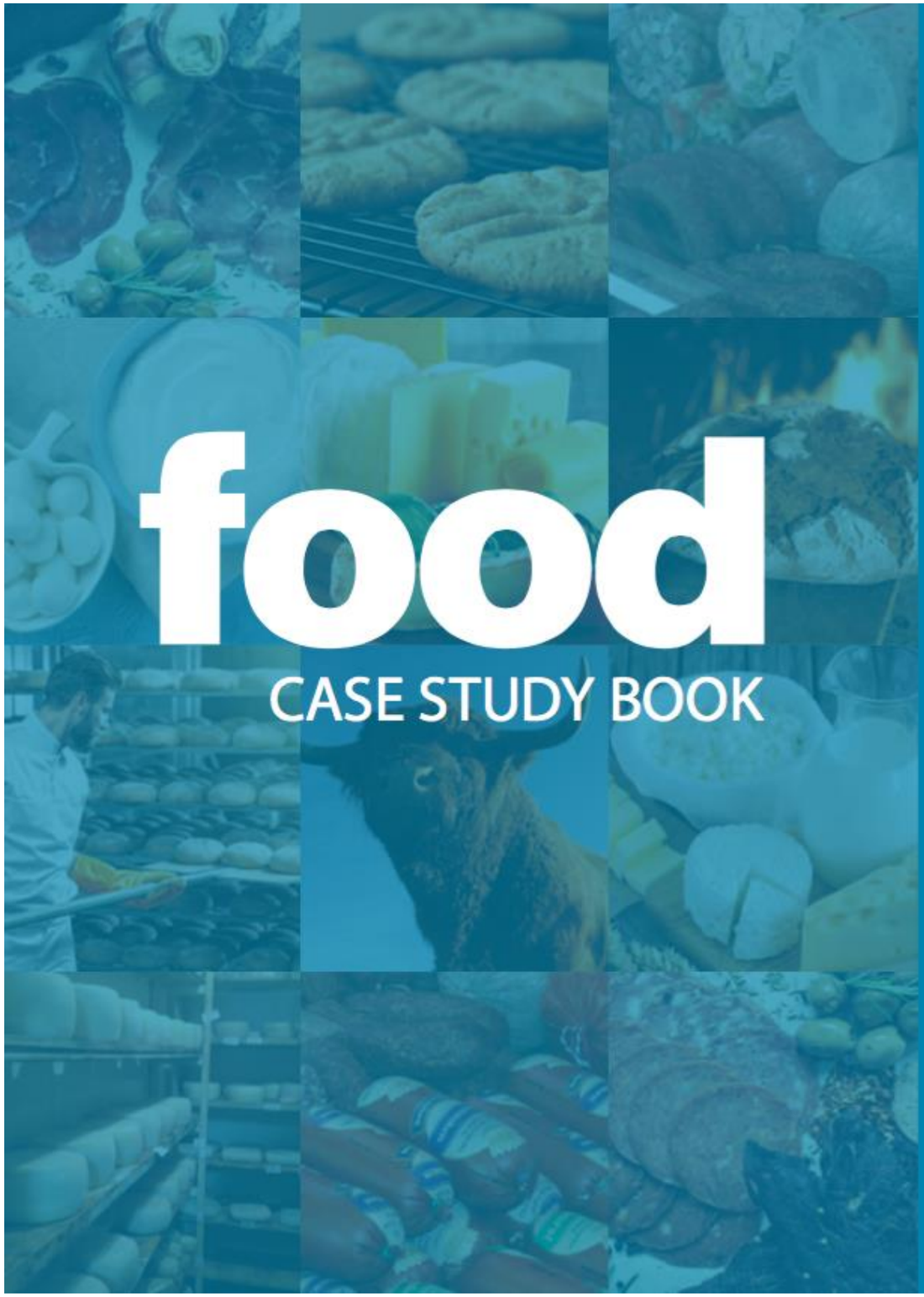
- Process modelling and optimisaiton
- Intelligent Inventory Management
- Smart Supply Chains
- Paperless B2B / B2C Ecosystems
- E-Internationalisation
- e-Compliance centres
- Miniaturised processing equipment
- Enhanced food chain visibility
- Access to expertise
- Remote monitoring

HOW TECHNOLOGIES COULD MEET ORGANISATIONAL NEEDS

- Platforms / solutions
  - Digital Business Ecosystems
  - AI business model tools
  - Centralised consumer intelligence
  - Simplified access International markets (e-exports)
  - Human resource & financial management systems
  - i-Innovation tools
  - Smart Supply chains
  - Waste & Environmental
- es

HOW TECHNOLOGIES COULD MEET TE

- Platforms for:
  - Food chain integration management
  - Ingredient management & product formulation tools
  - Access to technological expertise
  - Rapid onsite testing
  - Decision making tools
    - Process optimisation
    - Allergen management
    - Labelling
  - AI-Food Safety systems
  - Robotics, automation



TRADEIT

Support for the Traditional Food Sector

The Butcher, The Baker & The Cheese Maker 0
Developing Rich Case Descriptions and Reflections on Learning in Action 0
Unlocking One's Entrepreneurial Potential through the Case Study Method 0
TRADEIT: Traditional Food, Entrepreneurship, Innovation & Technology Transfer 0
TRADEIT Hubs 0
Work Package Leaders 0
Hub Advisors 0

CASE STUDIES
FINLAND: Hyvätuuli Highland Oy RANCHISING® 0
FINLAND: Osuuskunta Maitomaa 0
GERMANY: Lehmann Butcher Shop GmbH 0
GERMANY: Bäckerei Vollkern 0
GERMANY: Bäckerei Solzenberger 0
IRELAND: Béal Organic Cheese 0
IRELAND: De Mad Food Company 0
IRELAND: The Gluten Free Kitchen Company Ltd. 0
IRELAND: Murphy's Ice-Cream 0
ITALY: Molino Belotti srl 0
ITALY: Riti Formaggi 0
POLAND: Dybowski 0
POLAND: Ligagro 0
PORTUGAL: Pão de Gimonde 0
PORTUGAL: Sofrança 0
SPAIN: La Finca 0
SPAIN: Horno Arguiñano 0
SPAIN: Martínez Somalo 0
SPAIN: Miguelitos Ruíz de La Roda 0
UNITED KINGDOM: Marsh Pig 0
UNITED KINGDOM: Sweet As Cakes 0

Reflections towards a Conclusion 0

THANK YOU....

Questions ?

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