

S3P on Agri-food



Judit Anda Ugarte

judit.anda@juntadeandalucia.es

Regional Ministry of Agriculture, Fisheries and Rural Development of Andalusia

Bilbao, 28 November 2018





Andalusia is the main agri-food area of Spain and one of the most important in Europe

Andalusia's agri-food sector in figures

2nd European Region
in terms of agricultural
production

**20% of the Spanish
exports**

**37% of population in
rural areas** (3 million
people)

**300,000 farms &
4,4 Millions Hectares**

**5,400 agro-
industries**

**23% of agrifood
employment in Spain**

Mission & priorities

**The Regional Ministry of
Agriculture of Andalusia
is responsible for policy
development and
planning for agriculture,
fisheries and rural
development in our
region**



How can we grow more and further?

**Are there new
OPPORTUNITIES?**

**Do we have
LIMITATIONS?**

**Can we
grow
more and
further?**



Digital transformation: The key

**Changes are required for digital transformation
in business models to address**

New digital culture

New professional skills

New prediction-oriented markets

New management approach of farms and agro-industry



Creating a European Network of DIHs



Leader of the Thematic Partnership on Traceability and Big Data in the agrifood value chain under the S3 Agri-food European Platform



20 regional nodes, 11 associate members, 12 countries and more than 720 stakeholders connected in Europe

Regional Nodes progressing as DIH





ANDALUCÍA AGROTECH

DIGITAL INNOVATION HUB

JRC
catalogue

One of the 10
Spanish DIH in the
JRC catalogue

Fully operational

Members

+100 members
involved in the
digital development
of the agri-food
sector from
innovation
quadruple helix

ICT

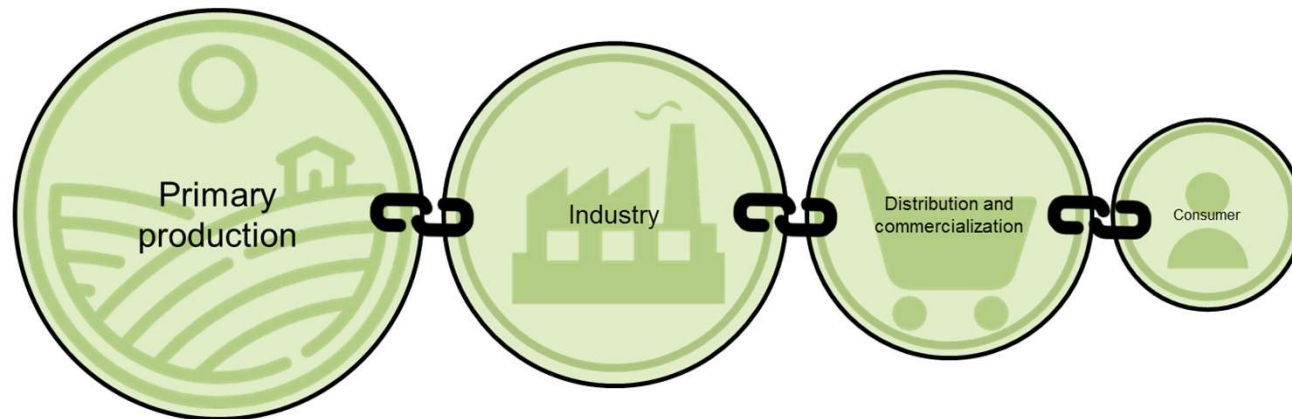
IoT, data mining,
sensors, drones,
robotics, artificial
intelligence, machine
learning, Open Data,
Cloud, Blockchain,
interoperability,
measuring and
predicting behaviour



What is the Andalucía Agrotech DIH

Andalucía Agrotech DIH is an activity center **for creating, anticipating, managing and accelerating digital innovation in the agrifood value chain.**

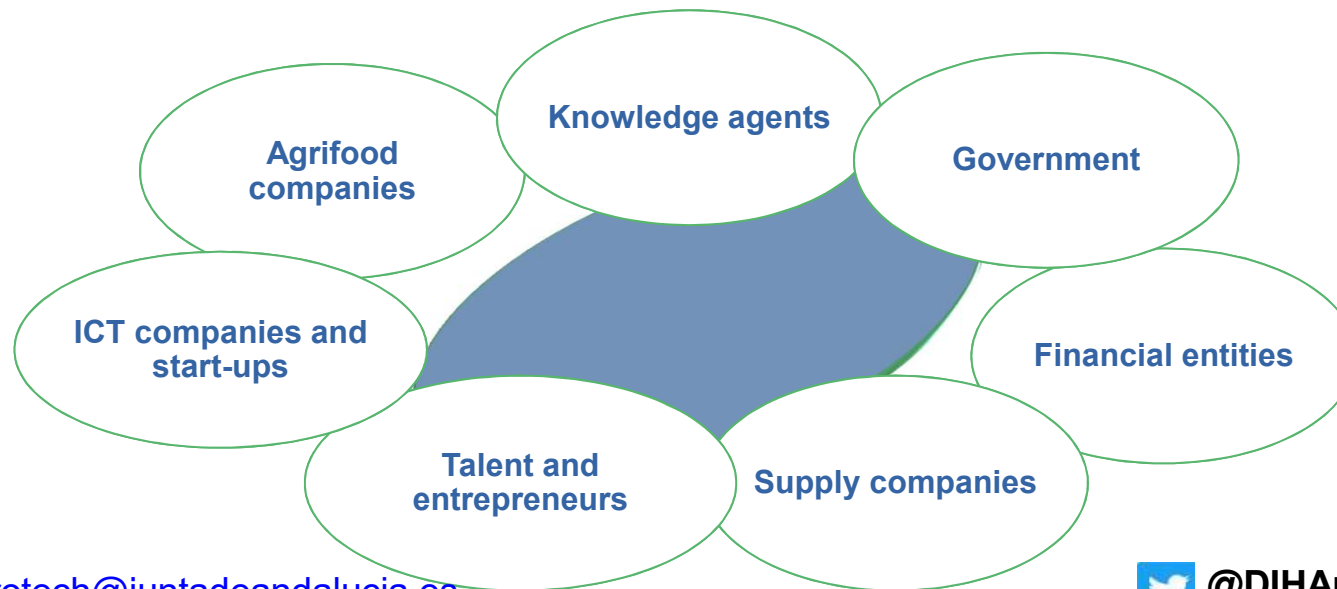
It aims at generating the **ecosystem** that provides the best conditions for **long-term success of agrifood companies.**





Mult-actor approach

DIH Andalucía Agrotech is an **ecosystem** where different **actors** with interest in the digital development of the agrifood sector **converge**. All of them will have something to say in the DIH dairy work



dih.andalucia.agrotech@juntadeandalucia.es

 @DIHAndAgrotech



Values of the DIH

OPEN

Collaborative space

Easy and flexible connection of talent, businesses, technologies and ideas

INNOVATIVE

Innovation leader

Anticipate agrifood sector needs

Transform current business models

GLOBAL

Holistic vision

Based on knowledge of the sector and key stakeholders



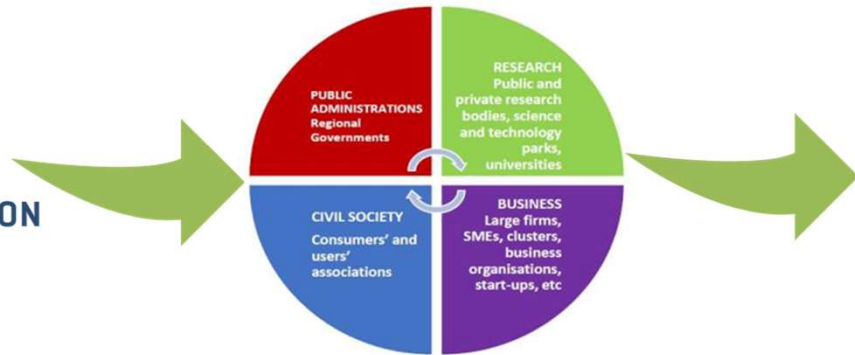
Operational Structure and Services

Andalucía Agrotech DIH translates its value proposition around three activity areas: **Ecosystem creation, Technology and Business**. On each area and depending on the maturity level of the company or technology to be applied, these services can also be classified in different categories: Inspiration, Training, Experimentation and piloting and Scale-up and internationalization.

| | Ecosystem | Business | Technology |
|-----------------------------------|---|---|--|
| Inspiration | <ul style="list-style-type: none"> • Lab & Demolab • Digital connection platform • Success cases workshops | <ul style="list-style-type: none"> • Technological needs and opportunities diagnostic | <ul style="list-style-type: none"> • Observatory • Acceleration program |
| Training | <ul style="list-style-type: none"> • Training sessions and workshops about technologies for agro | <ul style="list-style-type: none"> • Financing mechanisms sessions • Sessions about innovation on business models | <ul style="list-style-type: none"> • Venture Builder Program • Sherpa TIC • Sherpa collaboration and cooperation • Open innovation program • Piloting program |
| Experimentation and Piloting | <ul style="list-style-type: none"> • Connection sessions • Co-creation sessions | <ul style="list-style-type: none"> • Entrepreneurship program | |
| Scale-up and Internationalization | <ul style="list-style-type: none"> • International success cases dissemination sessions | <ul style="list-style-type: none"> • Internationalization sessions and workshops | <ul style="list-style-type: none"> • Go to market program • Scale-up program |



How can Digital Innovation Hubs support thematic partnership?





ANDALUCÍA AGROTECH

DIGITAL INNOVATION HUB



@DIHAndAgrotech

dih.andalucia.agrotech@juntadeandalucia.es