



# PR3: Toolkit to organize digital events of internationalization

## Module 1: European Best Practices of online events

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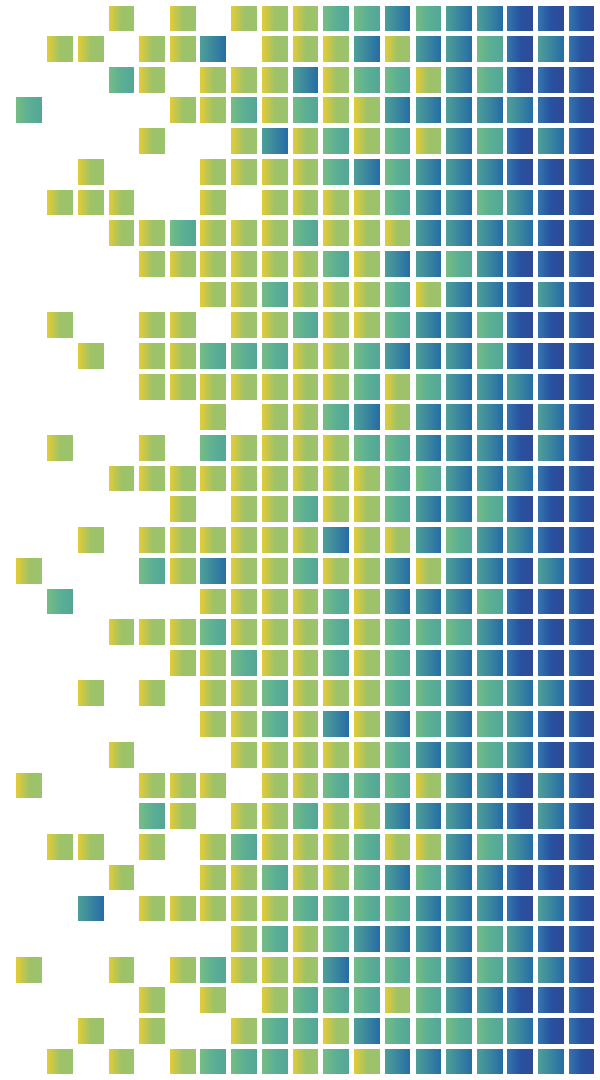


## Module 1: Contents

- Best practices from Spain
- Best practices from Italy
- Best practices from France



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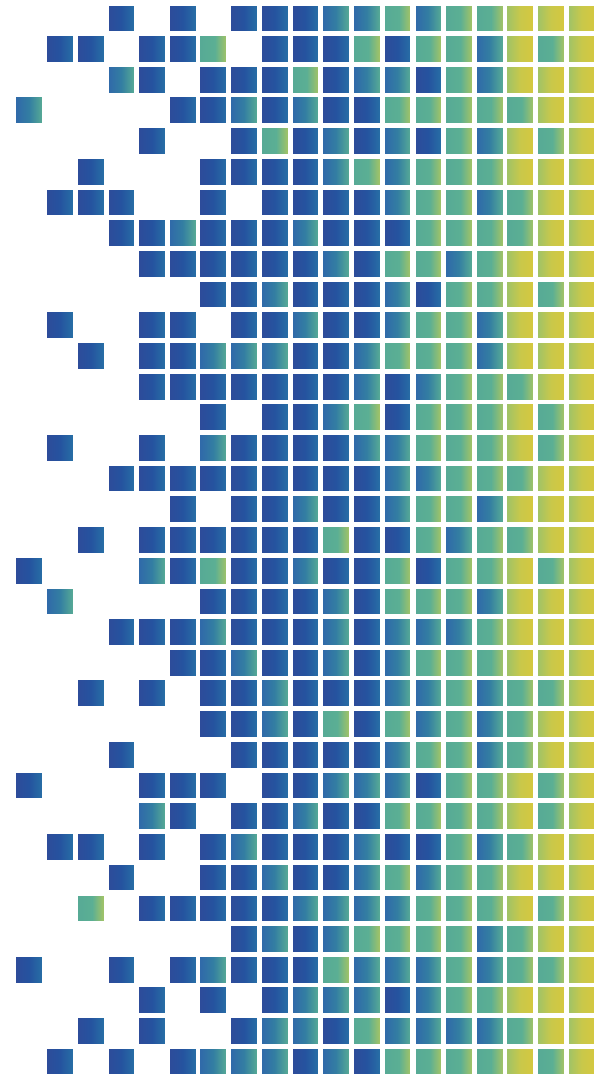
# BEST PRACTICES FROM SPAIN



Have a look at the [introduction video](#) of the platform “Predif”



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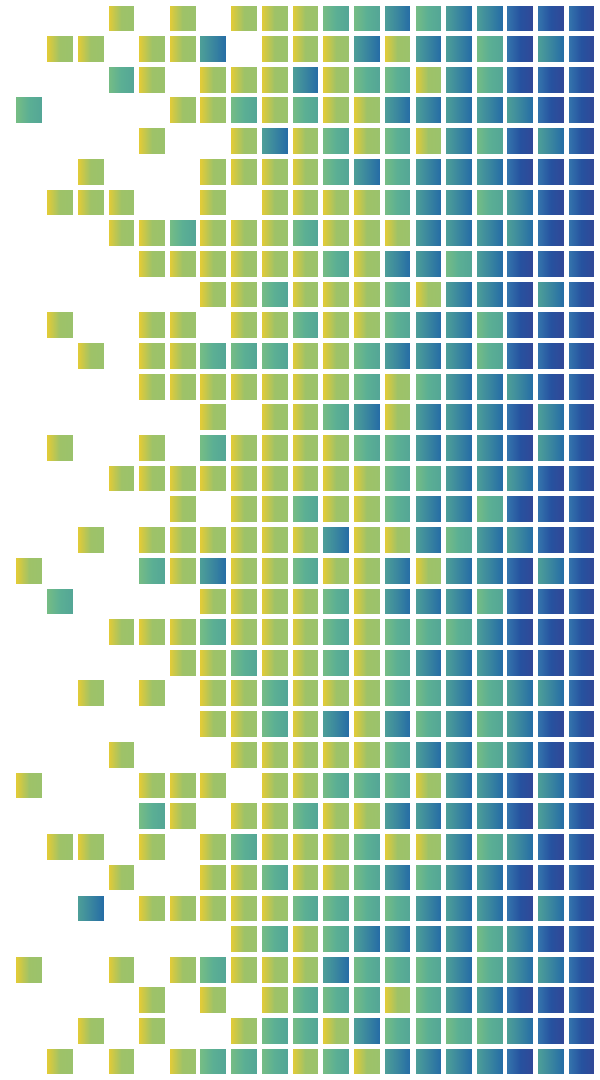




# ONLINE AND HYBRID PLATFORMS



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## WHY ARE THEY IMPORTANT?

Hybrid and online events have become increasingly popular in recent years.

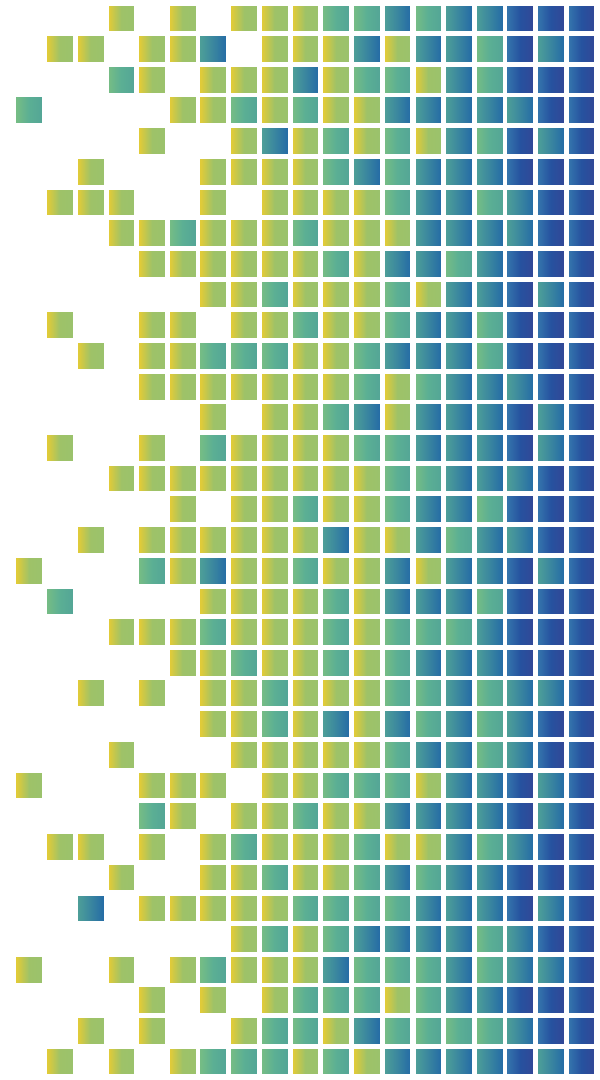
The COVID-19 pandemic has accelerated the adoption of these platforms.

## BENEFITS WHEN ORGANIZING ONLINE AND HYBRID MEETINGS/EVENTS

- Increased reach
- Reduced costs
- Improved flexibility
- Increased engagement



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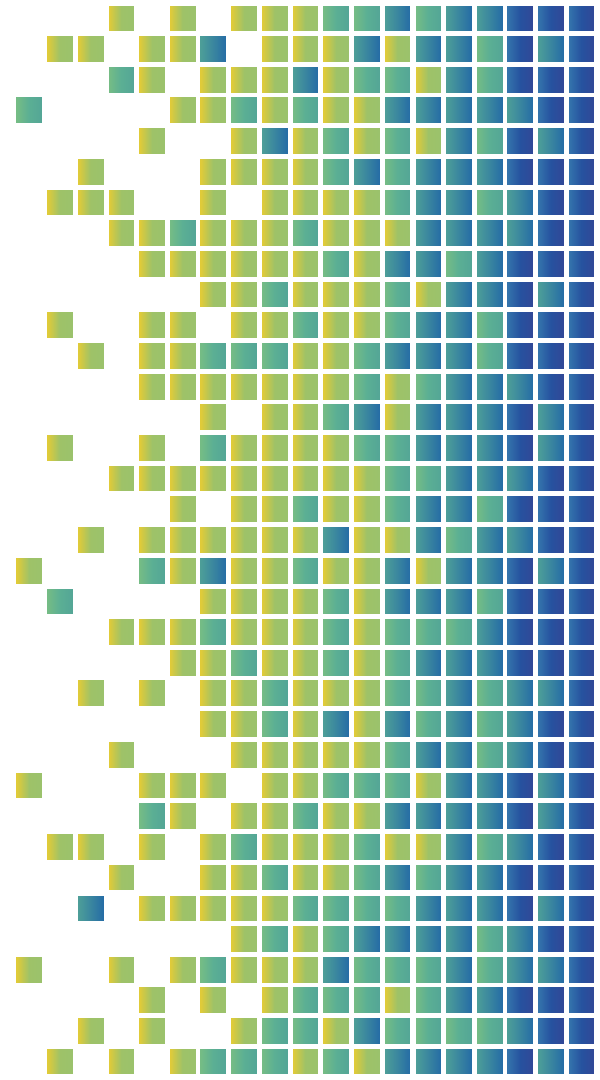


# MOST USED PLATFORMS FOR ONLINE EVENTS IN SPAIN

1. Zoom
2. Eventbrite



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Zoom collaboration tool:

- **Google Drive**

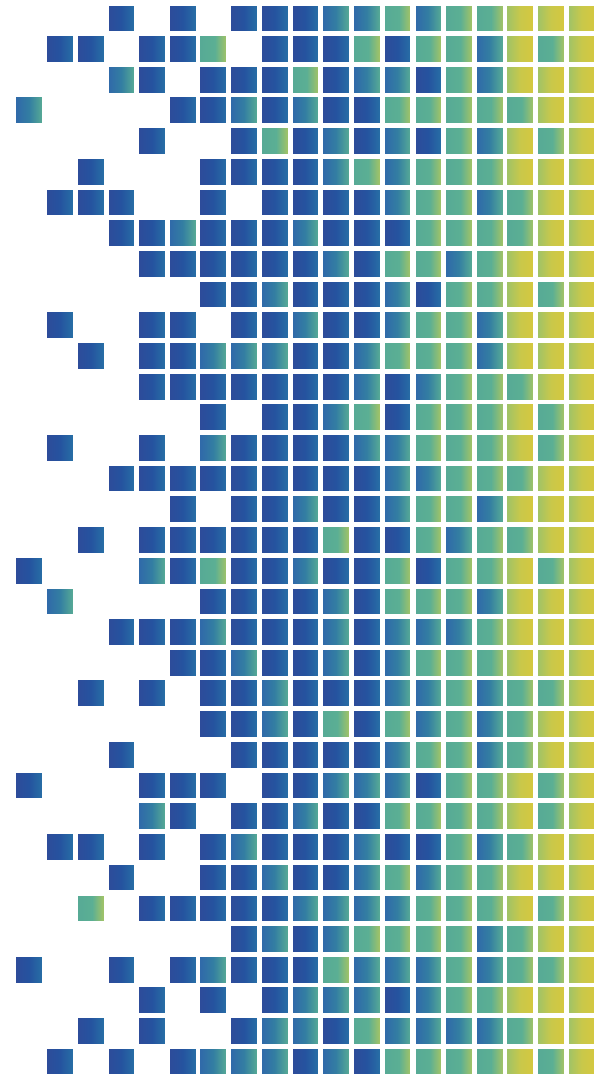
**Zoom** is a video conferencing platform very popular in Spain where you can organize an **online** or **hybrid** event easily.

Organizers can:

- create virtual meetings where can participate up to 1,000 people;
- share screens and presentations in real-time;
- record the session;
- creating breakout rooms and parallel sessions, as well as for interacting with attendees through live chat and polls



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eventbrite

**Eventbrite** is a platform that allows organizers to create **online** and **hybrid** events.

- Eventbrite sends invitations, manage ticket sales, and promote the event on different social media platforms.
- Eventbrite provides tools for tracking attendee information, and it provides detailed information about ticket sales and event attendance.
- It integrates popular marketing and sales tools such as **Mailchimp**, **Salesforce**, and **HubSpot**.



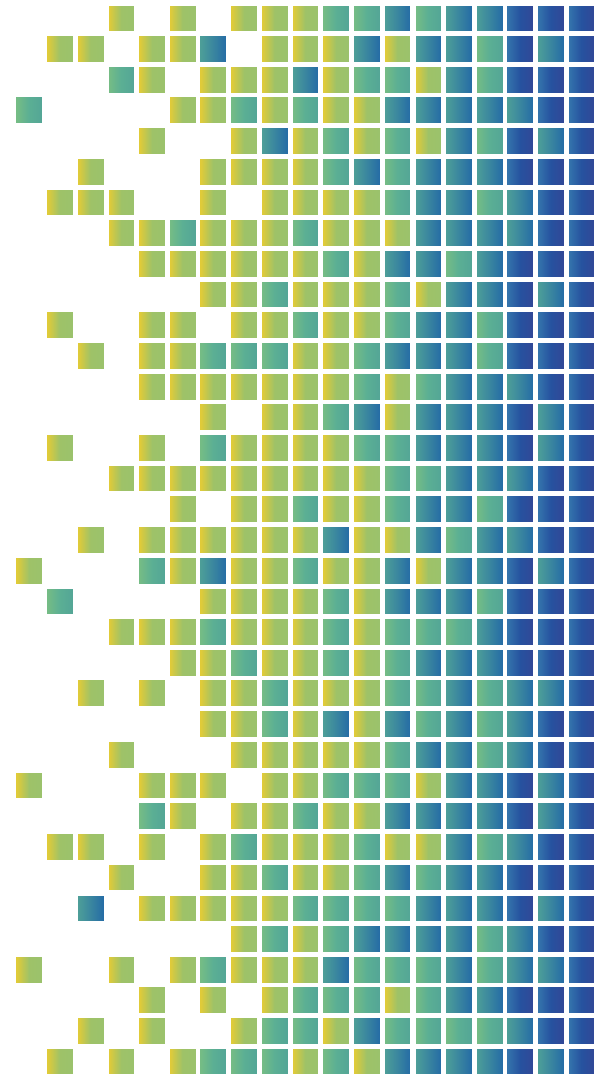
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# MASTERCLASS



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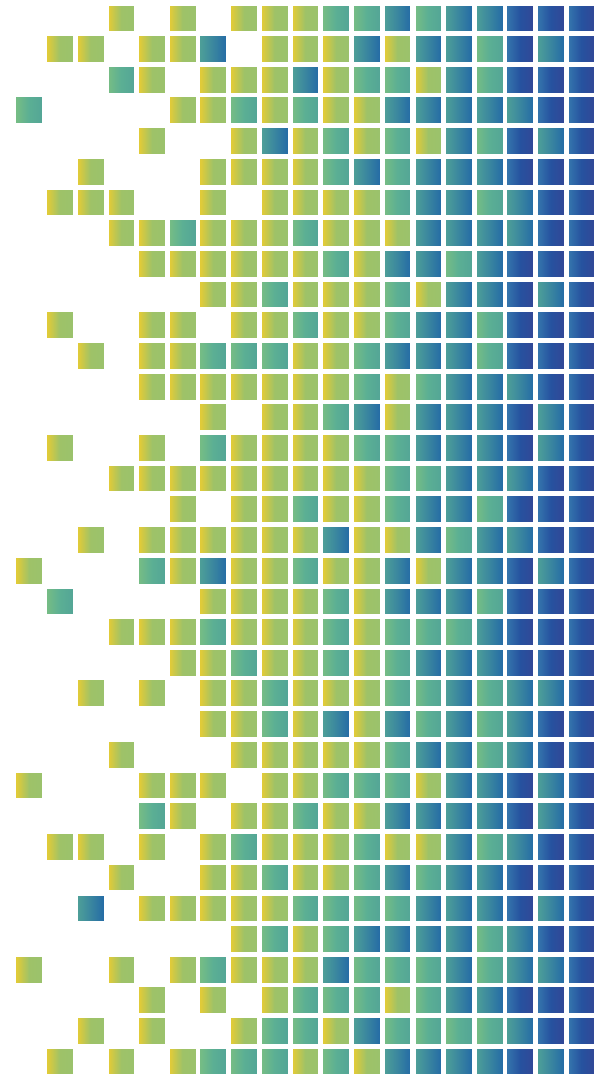
## The Spanish wine sector



The Covid-19 pandemic has caused a significant impact on the Spanish wine industry.

### **Economic Impact:**

1. **50%** decline in wine sales due to restrictions on travel and hospitality
2. **60%** drop in demand for wine from bars and restaurants
3. **25%** reduction in exports due to logistical challenges and reduced demand





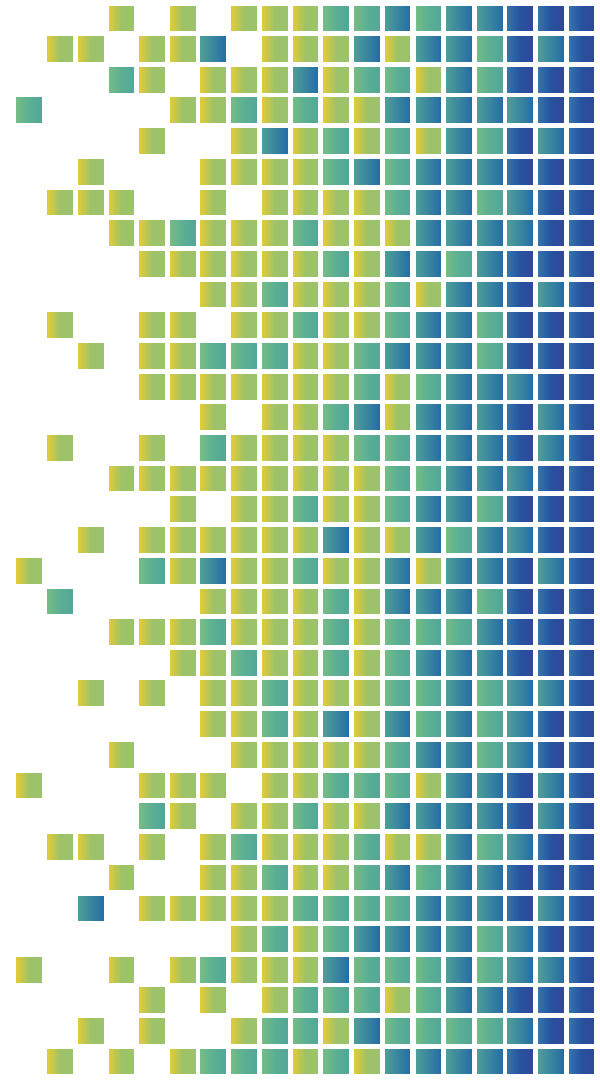
## The Spanish wine sector

### Production **Challenges:**

1. **40%** of wineries and vineyards experienced labor shortages due to social distancing measures
2. **30%** increase in production costs due to the implementation of safety protocols



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## The Spanish wine sector

Online Sales and Marketing:

1. **80%** increase in online sales of wine in Spain during the pandemic
2. **60%** of wineries and vineyards increased their investment in digital marketing during the pandemic





## Structure of the Masterclass

### WHO?

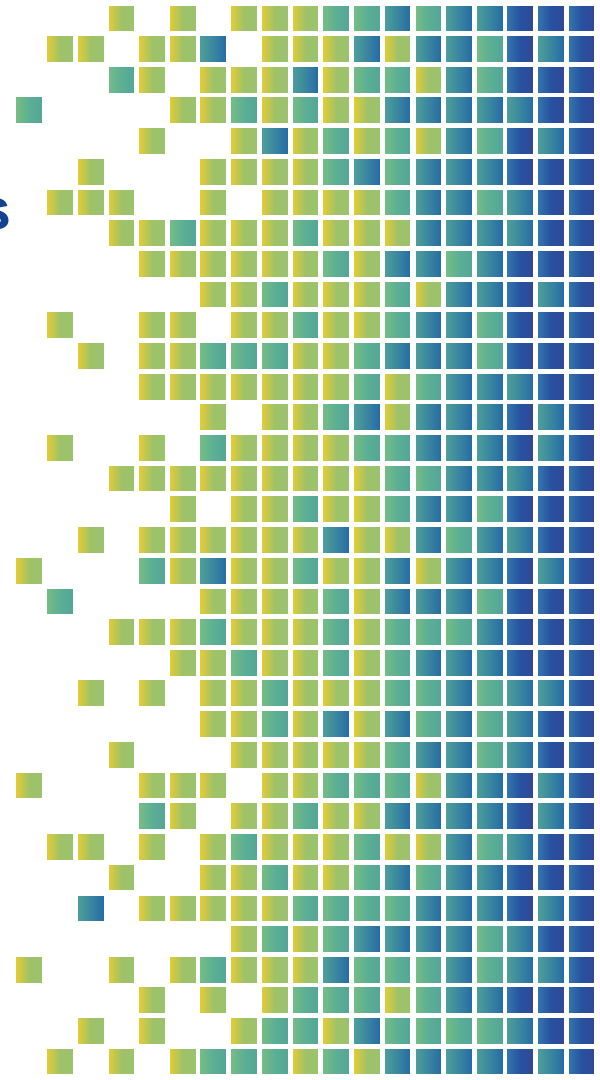
It was organized by Peñín, a renowned wine guide publisher, in collaboration with Campo de Borja, Cava, Ribeira Sacra, and Somontano regulatory boards, Agustí Torelló Mata winery, and the Spanish Wine Academy project.

### WHAT?

The event featured a series of masterclasses showcasing some of the highest-rated wines of the year.



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## Structure of the masterclass

WHERE?

Hybrid

WHEN?

November 28th  
and 29th, 2022

GOAL



- To provide a platform for professionals and wine enthusiasts
- To discover and appreciate the diversity, quality, and excellence of Spanish wines.

The masterclasses aimed to showcase representative wines from various regions and educate participants about the winemaking process



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## Structure of the masterclass

- **Discussion and Q&A:** Throughout the masterclass, participants engaged in discussions with the presenter, asking questions, sharing their observations, and seeking further insights about the wines or the specific topic being explored
- **Educational insights:** The presenter provided educational insights and context about the region, winemaking techniques, grape varieties, or any other relevant aspects related to the wines being tasted.





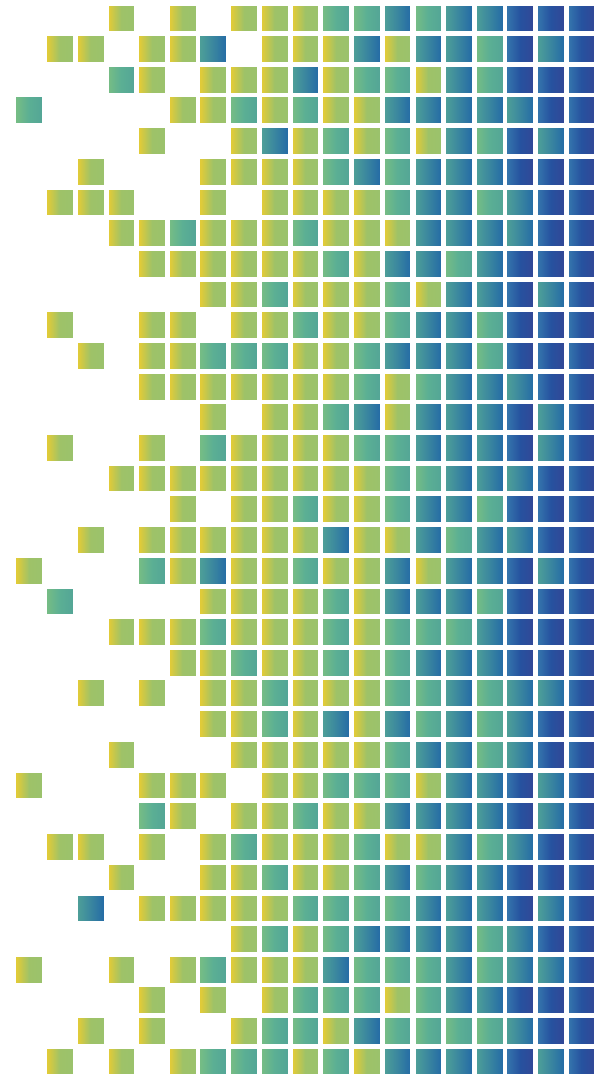
# HYBRID/ONLINE EVENTS

There are two different types of events we are going to analyze:

1. **Fruit attraction 2020 a live**
2. **Madrid Fusion International Gastronomy Summit**



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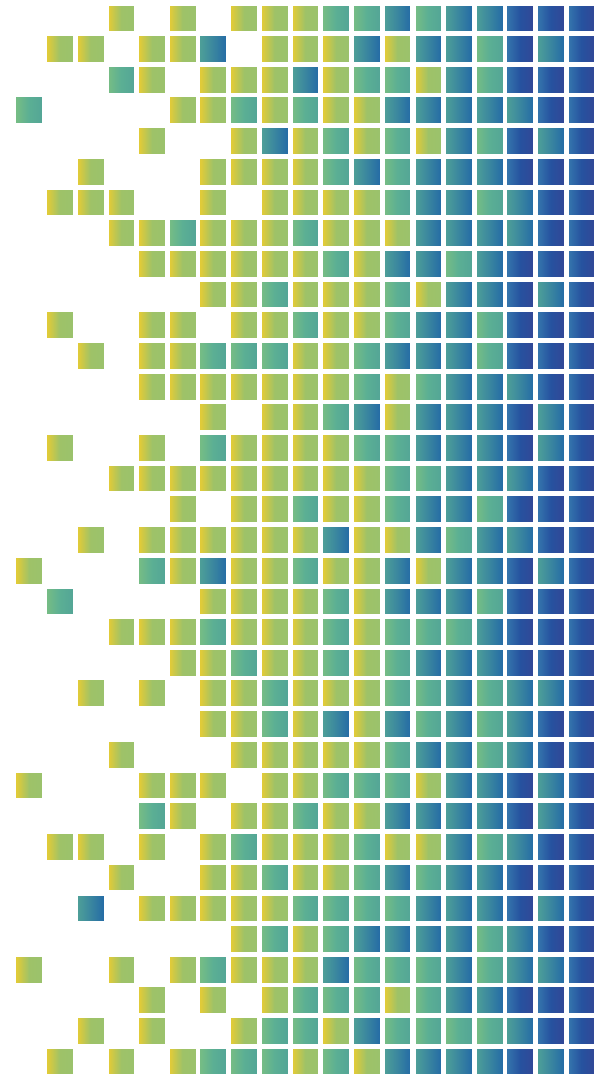
1-31 OCT 2020

LIVEConnect

# FRUIT ATTRACTION 2020 A LIVE, HYBRID AND ONLINE EVENT



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## WHAT IS FRUIT ATTRACTION?

Fruit Attraction is one of the leading international trade shows for the fruit and vegetable industry. Due to the COVID-19 pandemic, the 2020 edition was transformed into a **digital event**, offering a virtual platform for exhibitors and attendees to connect.

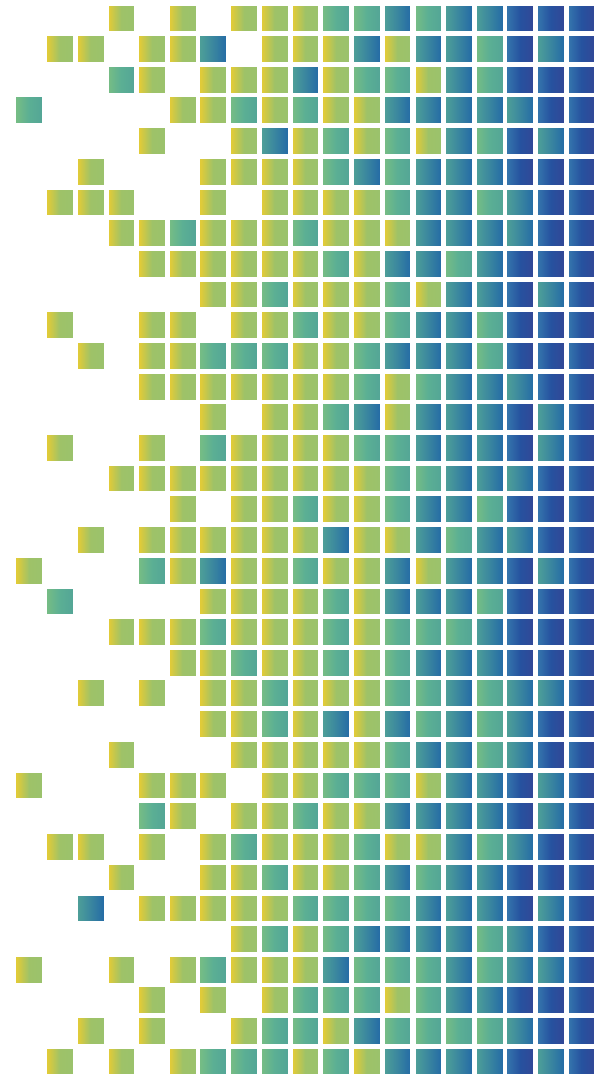
Fruit Attraction LIVEConnect provided a comprehensive program of virtual events, including:

- **product showcases**
- **business meetings**
- **roundtable discussions**
- **conferences**

The event also featured an online directory of exhibitors and product categories, making it easy for attendees to find and connect with relevant businesses.



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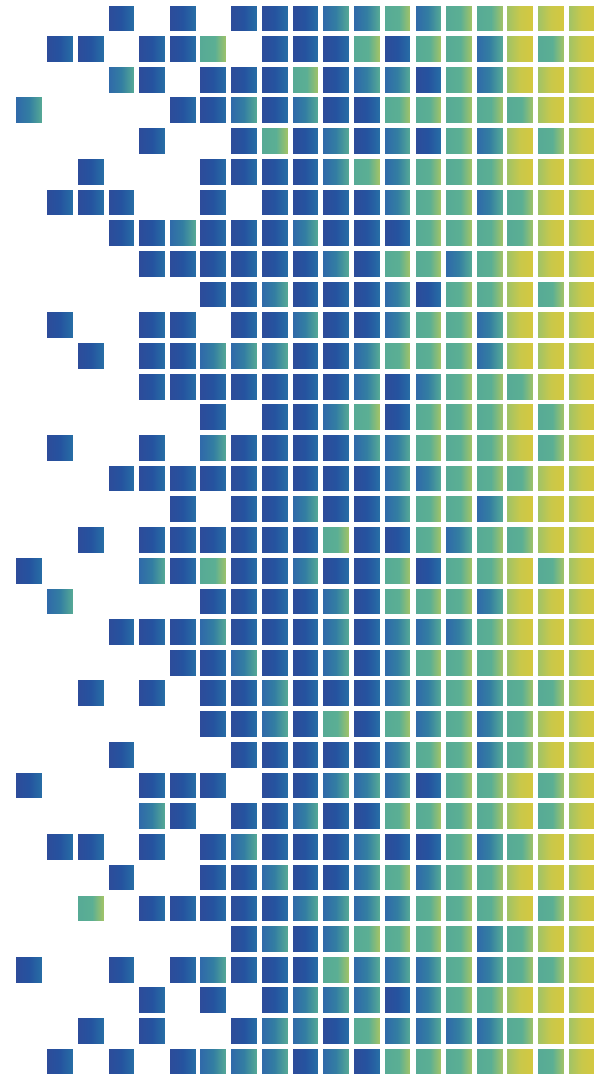
The organizers of Fruit Attraction decided to hold a **live**, **hybrid**, and **online** event in 2020, instead of the traditional in-person fair

The hybrid event format combined both **in-person** and **virtual** components, allowing participants to attend either **physically** or **online**.

The online component included a **digital platform** that provided access to **live streaming** of the event, **virtual booths** where exhibitors could showcase their products and services, and **networking tools** for attendees to connect and exchange information



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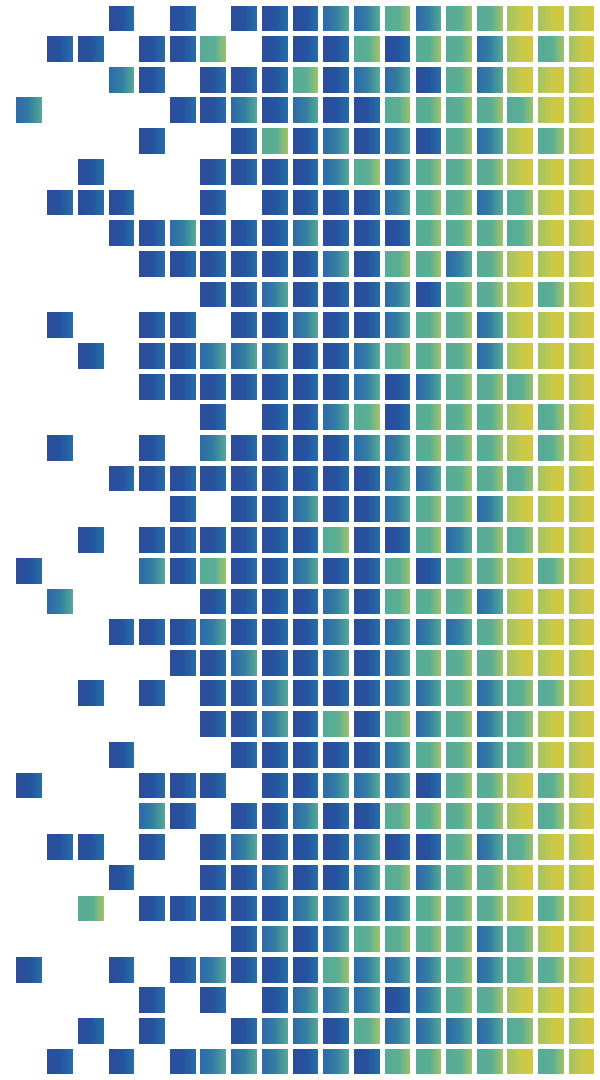
# Topics

- New product launches, trends and innovations
- Sustainable practices
- Supply chain management
- Marketing strategies and international trade opportunities

There were also discussions on issues related to the COVID-19 pandemic and its impact



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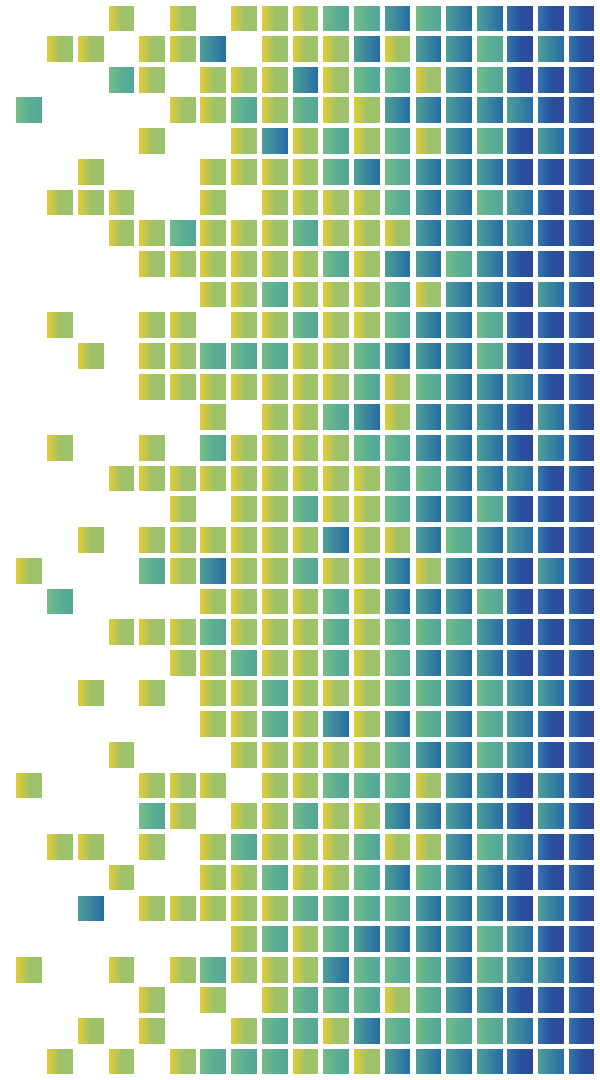


# MADRID FUSION INTERNATIONAL GASTRONOMY SUMMIT

Source: *Huffpost*



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## What is Madrid Fusion International Gastronomy Summit?

The **Madrid Fusion International Gastronomy Summit** is an annual event that brings together some of the world's most renowned **chefs, food experts, and culinary enthusiasts** to share their knowledge and insights on the latest trends and innovations in the food industry



The event is held in **Madrid**, Spain, and has been a major influence on the development of Spanish cuisine and culinary culture



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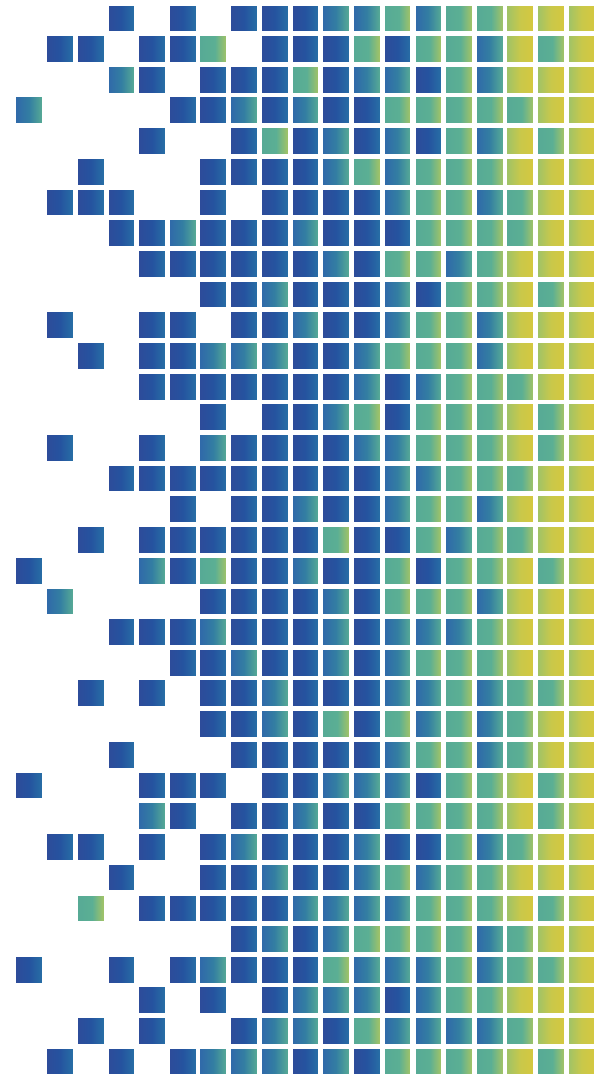
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## THEMES

1. The Impact of COVID-19 on the Food Fair Industry
2. Mission: supporting the Spanish gastronomy
3. Impact
4. Event



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## 1. The Impact of COVID-19

Due to COVID-19, *Madrid Fusión* added virtual elements to the event, such as **online cooking demos, workshops and talks**, to make it more accessible to people worldwide

They remained committed to promoting Spanish cuisine and culture and encouraging networking opportunities within the industry, despite the challenges of the pandemic



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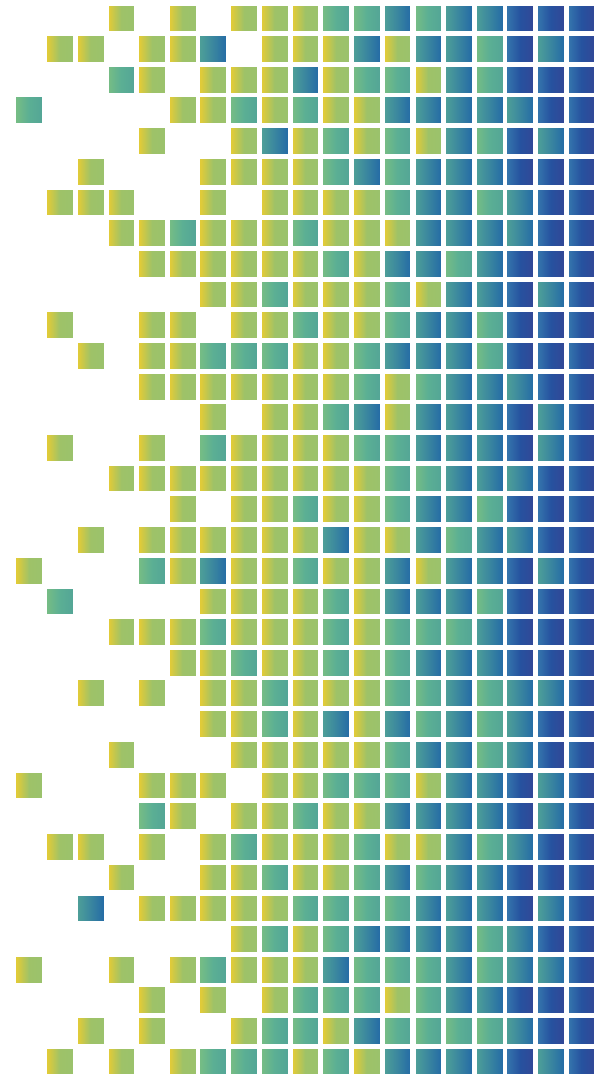


## 2. Mission

- Promote Spanish gastronomy and elevate the country's culinary reputation on the global stage
- Provide a platform for showcasing innovative and sustainable practices in the food industry



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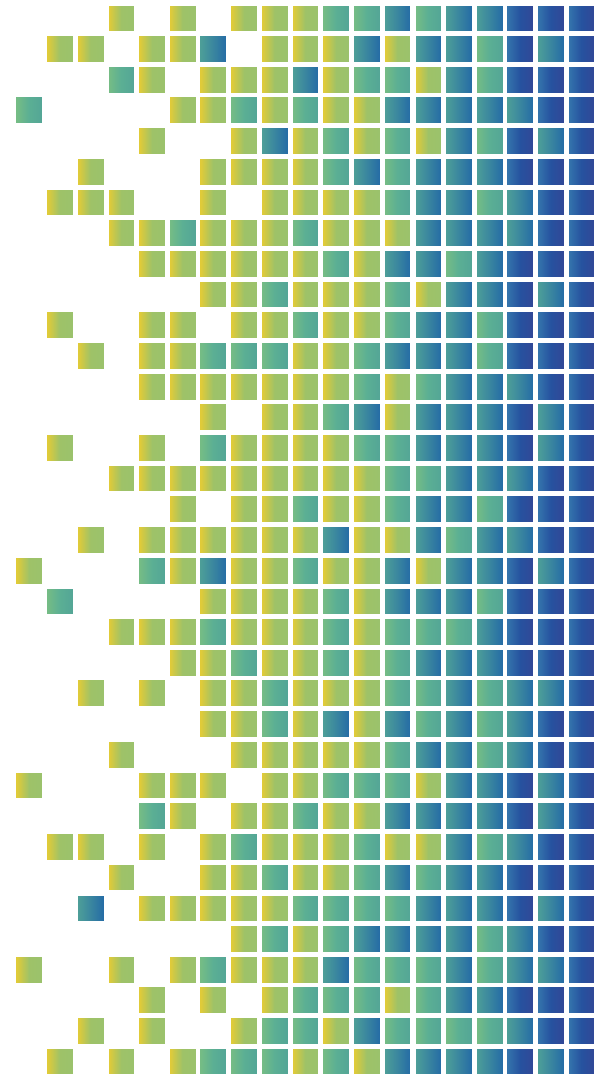






### 3. Impact

- **Visitors:** 21,106
- **Congress-goers:** 1,771 and 708 young catering school students
- **Journalists:** 1,216



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## 4. Event

23RD  
JANUARY

24RD  
JANUARY

25TH  
JANUARY

### FILTER

- ☒ MAIN AUDITORIUM
- ☒ MULTI-PURPOSE STAGE
- ☒ THE WINE EDITION
- ☒ WORKSHOPS
- ☒ MF PASTRY
- ☒ MF THE WINE EDITION -  
TASTING ROOM

#### PRESENTATION



Sweetness never goes  
bitter. Freshwater fish

12:35 - 13:05 HRS

#### TASTING



Maktub, a 100% welfare  
wine with the world's best  
karma

11:00 - 11:50 HRS

#### TOP TASTING



How does a Master wine  
taste?

11:45 - 12:30 HRS



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MULTI-PURPOSE STAGE  
09:30-10:00 h.

#### PRESENTATION



La Rioja, gastronomic  
territory

09:30 - 10:00 HRS

Gonzalo Baquedano  
Chef at Ajoengro\* (Logroño,  
Spain)



Yeison Mora  
Chef at Idílico (Medellín,  
Colombia)

#### PRESENTATION



This is "Idílico"

09:25 - 09:55 HRS

MAIN AUDITORIUM  
09:25-09:55 h.

PASTRY  
09:30-10:00 h.

#### PRESENTATION



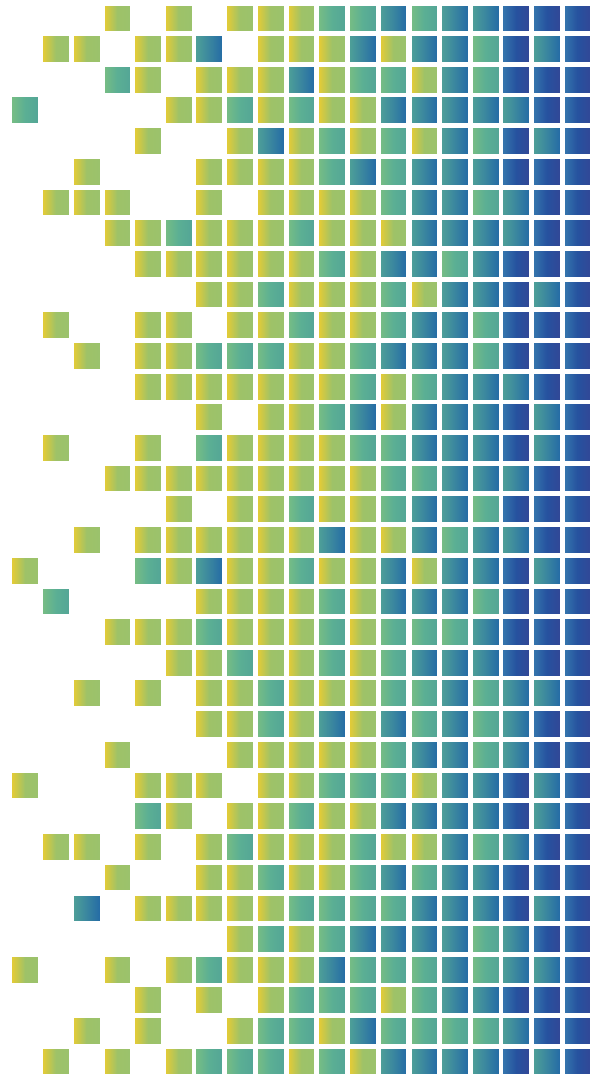
This is not ice cream

09:30 - 10:00 HRS

Zen Ong  
Head ice cream maker at AWAN  
(Los Angeles, USA)



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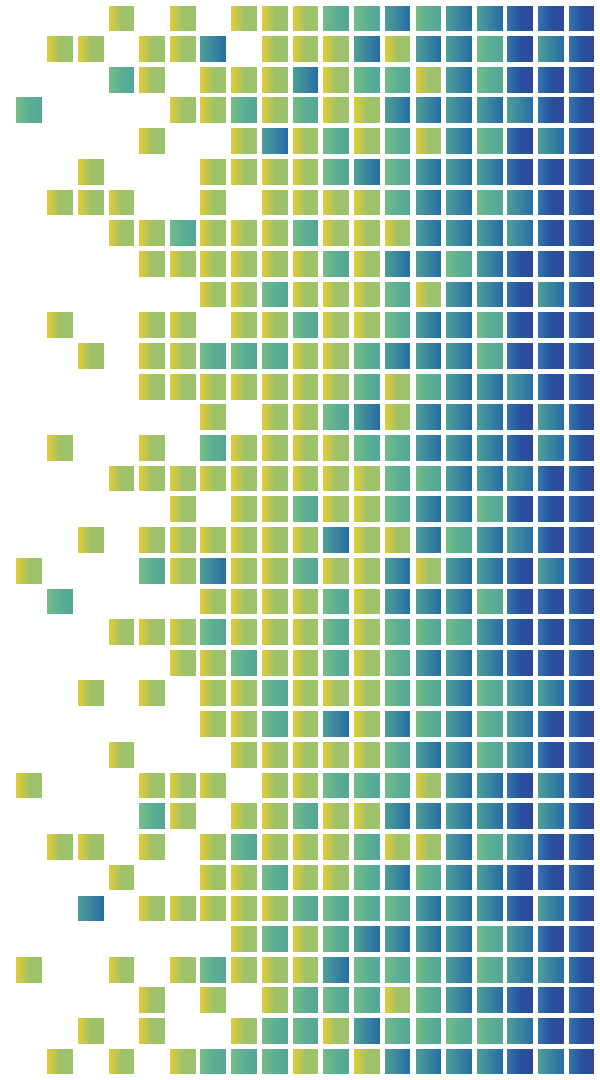




Source: *La Sexta*



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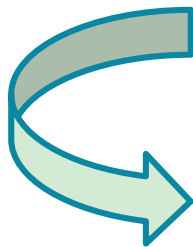
# BEST PRACTICES FROM ITALY



Flavia Morelli - IEG (Italian Exhibition Group)

©SIGEP

Have a look at the [video of the explanation](#) of the well-known exhibition group “SIGEP”



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# TRADE FAIR

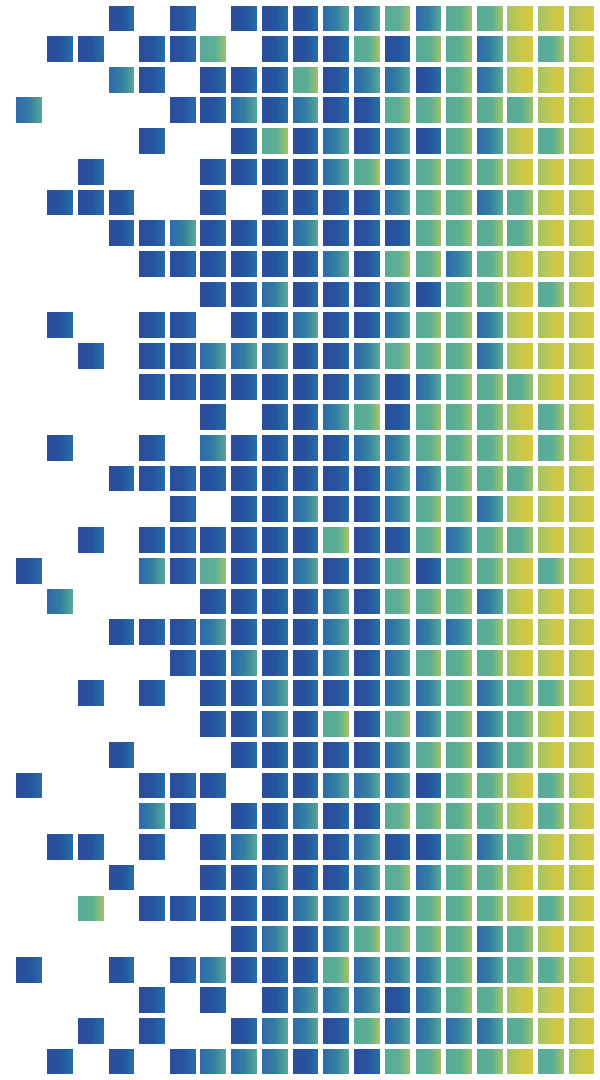
1. About SIGEP
2. SIGEP 2021: from physical to hybrid
3. SIGEP 2021: from hybrid to physical



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**SIGEP** THE DOLCE  
WORLD  
EXPO

# 1. About SIGEP

**SIGEP – the dolce world expo** is a five-day annual trade fair taking place in January in **Rimini** (Italy).

It will be in its **45th edition** in 2024.

It is an international exposition, focused on **5 sectors** of the dessert- and-coffee Foodservice sector industry:

- Ice Cream
- Confectionery
- Chocolate
- Bakery
- Coffee



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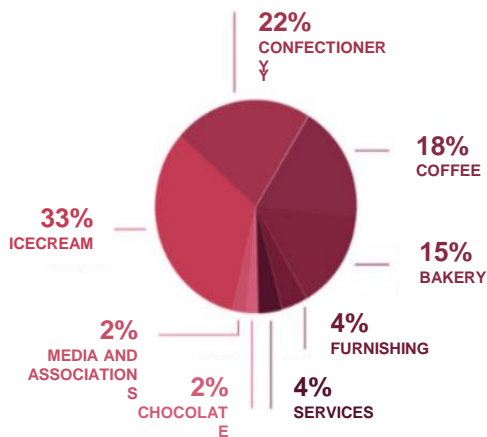
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# SIGEP figures

Exhibition 2022



**SIGEP** THE DOLCE  
WORLD  
EXPO



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## SIGEP figures

Exhibition 2023:

Back to pre-pandemic figures

**SIGEP** THE DOLCE  
WORLD  
EXPO

130 mq2  
exhibition  
area

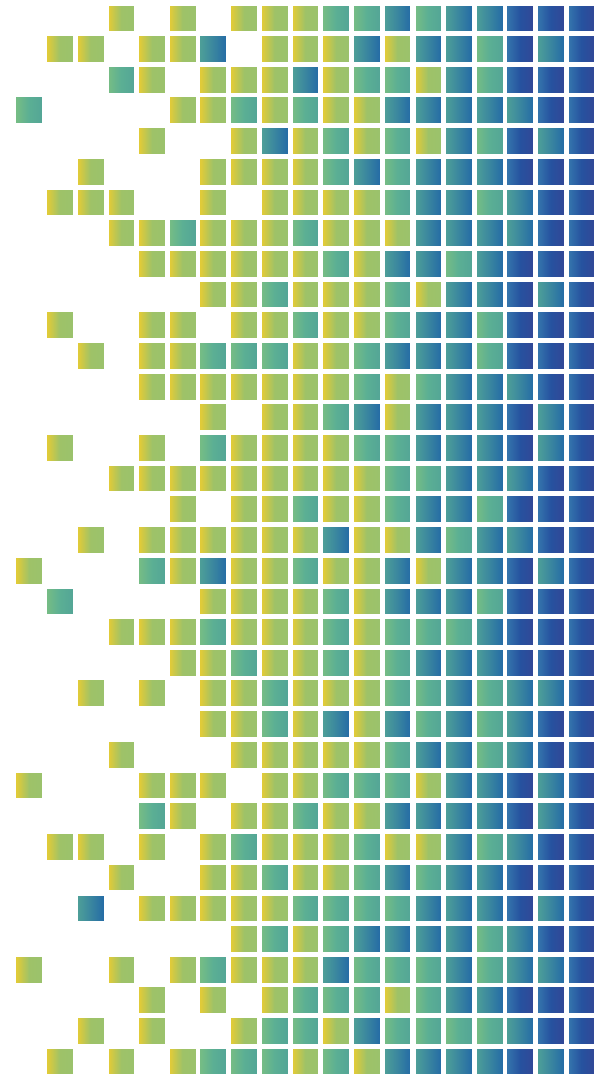
Over 1,000  
brands  
and 28  
pavilions

Visitors  
from 155  
countries

450 top  
buyers  
from 78  
nations



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## 2. SIGEP 2021: from physical to hybrid



Due to the pandemics, the SIGEP 2021 edition was firstly designed as an **hybrid** event.

It should take place in March instead of January.

The project included:  
3 days of hybrid activities;  
2 days of digital meetings.



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# SIGEP 2021



**New brand, new concept and new design:**

A hybrid show, a **smart physical platform**  
with an innovative **digital extension**

## DURATION

3 days of **physical attendance**  
2 exclusively **digital** days

## LAYOUT

Completely  
**redesigned**

## ATTENDANCE

**Light** and **smart** with **ad hoc**  
solutions and comprehensive  
packages of dedicated digital  
services

## EXHIBITION SPACES

**Recalibrated**, with a maximum  
**sqm** space set.

## VISITING

**First** physically at the **Expo**  
**Centre**, with a **digital**  
**extension** option, particularly  
for international operators.

## DIGITAL

**Smart platform** to offer  
exhibitors and visitors  
innovative services, maximising  
business contacts through  
both physical and virtual  
meetings.

## EVENTS

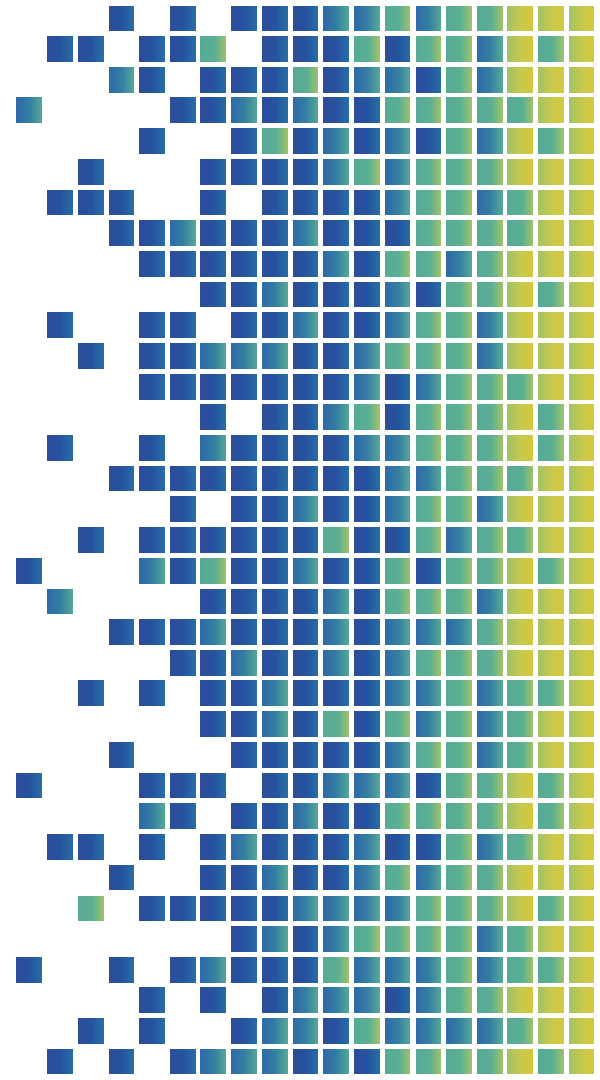
**Packed schedule of events**  
**and talks**, to find out about  
current trends and offer a  
vision of the sector's future.

## SAFE BUSINESS

Held in a completely **safe**  
environment.



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## SIGEP 2021: from hybrid to digital

Due to the new wave of contagions, SIGEP had to change again the format of the 2021 edition, switching **from hybrid to 100% digital**.

The duration of the event was reduced to the first three days and **the brand and the name of the event were updated**.



**MARCH 2021**



**Digital edition**



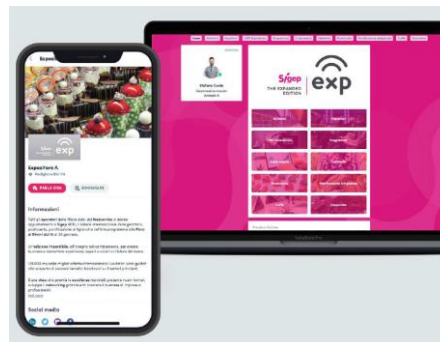
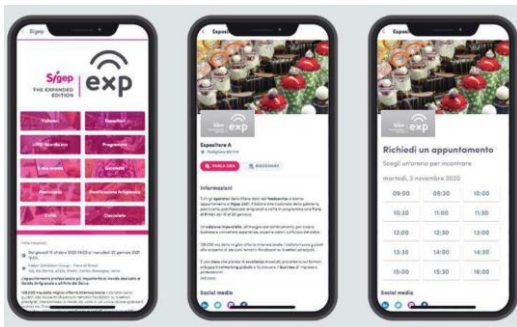
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## SIGEP 2021

The event took place through the **digital platform** which initially created for the hybrid event.



Digital profile page  
for exhibitors



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## SIGEP 2021

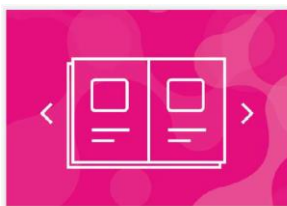
The package included many different services to grant the exhibitor the right amount of visibility.



Digital profile page



Digital team member



Digital catalogue



Company visibility



Webinars



Panel discussions



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## SIGEP 2021

In spite of the short span of time for the switch, the 100% digital event was a success, as figures show:

250  
exhibitors  
on the  
digital  
platform

300 virtual  
events

25,000  
streams

25% of  
visitors  
from 136  
countries

268 buyers  
from 60  
countries

2,500  
meetings  
over  
3 days

25,000  
streams

1,250 hours  
of web  
connection



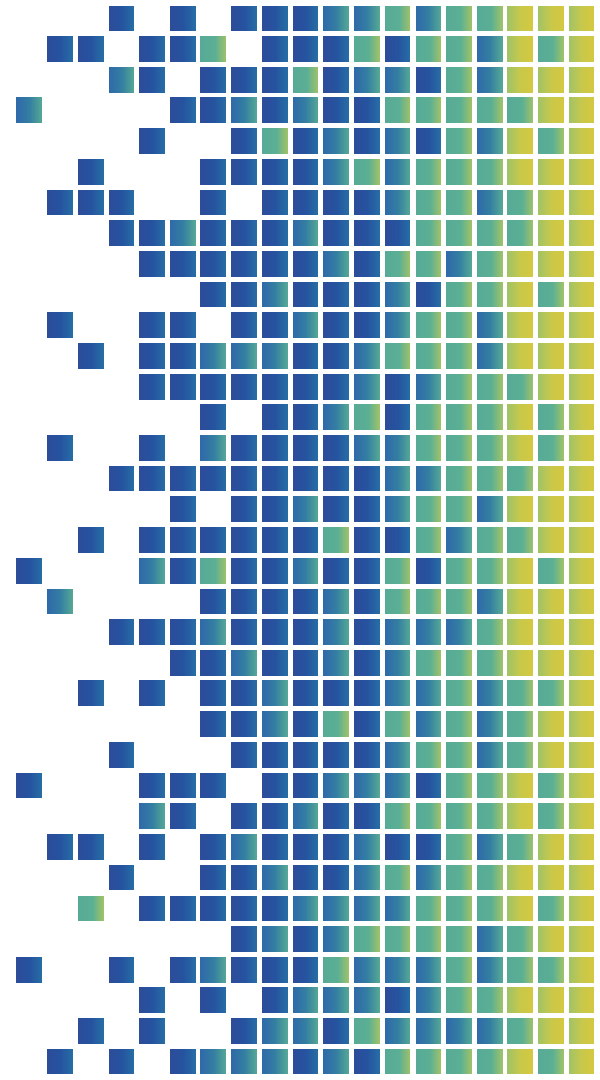


# SIGEP 2021

Key success actors of the event:



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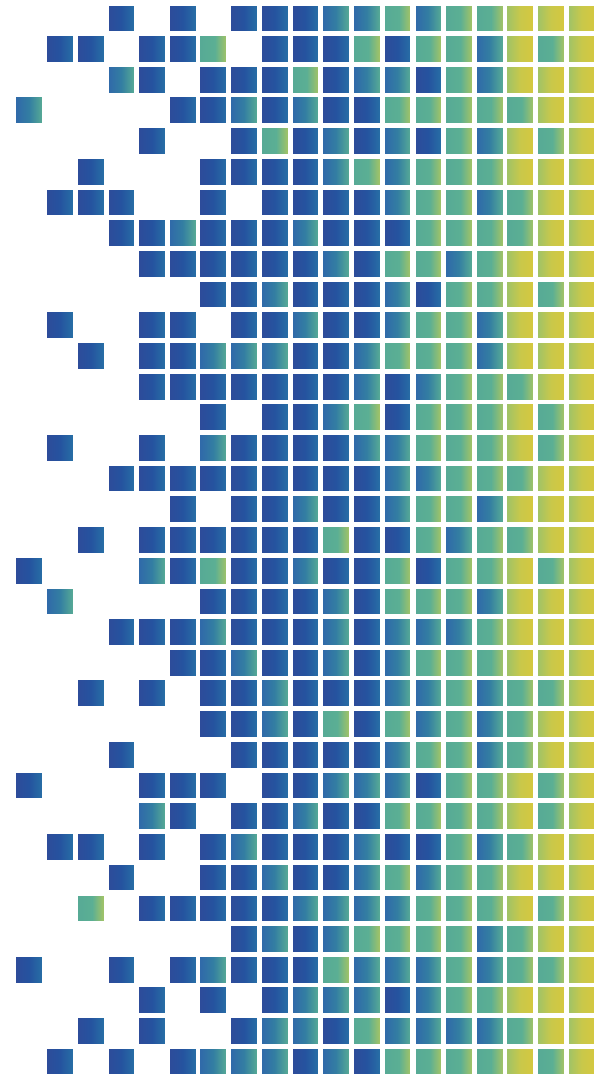




# OLIO PUGLIA B2B



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# 1. Project overview

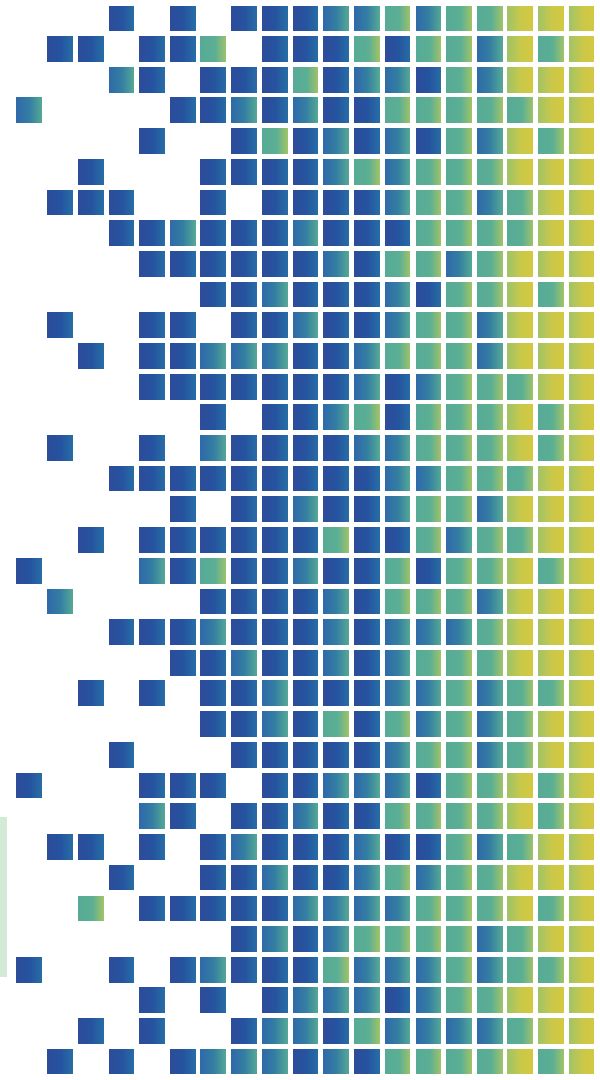
*Authentic-Olive-Net* was a project commissioned by the **Chamber of Commerce of Foggia (Apulia)** to **ITKAM – Italian Chamber of Commerce for Germany**

The project consisted in the organization of **B2Bs** to find **5 German buyers in the food sector**

The **aim** was that of enhancing commercial exchange between Italy and Germany, by promoting the Italian **extra-virgin olive oil from Apulia**



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## 2. Project development

Because of the Covid-19 pandemic, **virtual B2Bs** were organized using digital platforms.

The project implied the following activities:

1. Promotion in Germany
2. Scouting of the buyers
3. Buyers monitoring and support
4. Follow-up on the project results





## Promotion in Germany

The first step was the selection of **Apulian olive oil producers** and the creation of a catalogue to present to the potential German buyers.

The **catalogue** collected structured **company profiles** for each company, which included:

- Company description
- List of the products offered and prices
- International experience (with a focus on Germany)
- Company certifications
- Geographical reference
- Link to the company's website



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## Scouting of the buyers

The second step was finding potential partners for Italian olive oil producers.

The actions to create the database of potential buyers (German target operators) included:

- Preparation and sending of mailings to the target operators
- Telephone contact with German operators to gauge interest in the project proposal
- Collection of memberships and forwarding to the Customer together with Company Profiles for appropriate validation



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## Buyers monitoring and support

The third step was the match-making between Italian companies and German buyers according to the interest of the German operators (pre-selection of producers by ITKAM upon buyers' request).



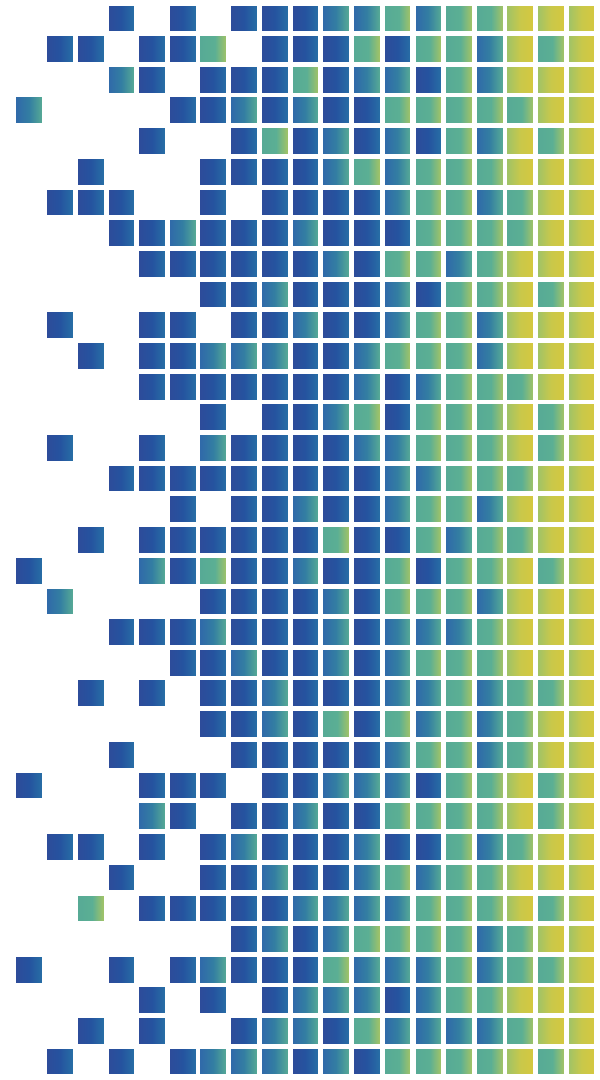
Once the matches were created, 100% online B2Bs were organized, with the participation and support of ITKAM as mediator and translator.

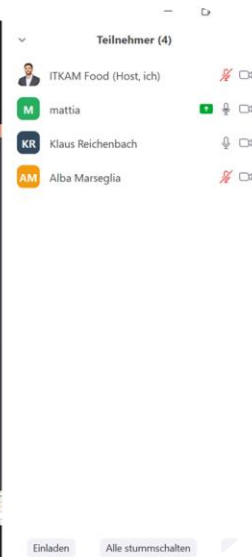
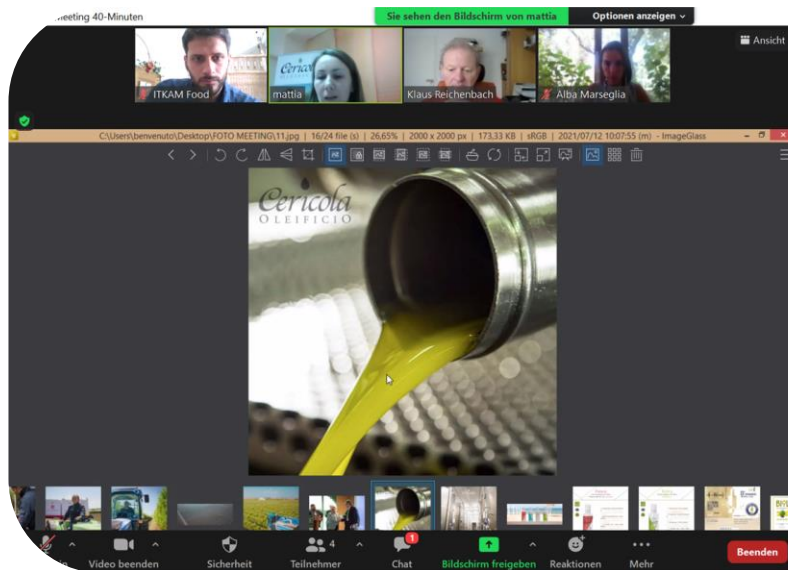


This was also the phase of the relationship management between manufacturers and buyers (pre-verifications requested by the buyers before validating the appointment) up to the date of holding the BtoBs



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The week after the meetings ITKAM carried out follow-up activities, collecting **feedback from the participating buyers by phone and email.**

On the instructions of the CCIAA of Foggia, a **Google Form questionnaire** was created and sent to the Italian companies.

Feedback from German buyers:  
all overall satisfied and interested in  
products and packaging

Some buyers requested post-harvest  
sampling and tasting before  
proceeding with the purchase

Some buyers expressed  
interest in more than  
one producer

## Key success factors

**Pre-selection** of German buyers and Italian oil producers according to the respective interests



Having a smaller number of interlocutors has simplified the following phases

**Relationship management** and **match-making**



Understanding the needs contributed in making the meetings successful

**ITKAM support** and mediation during the B2Bs



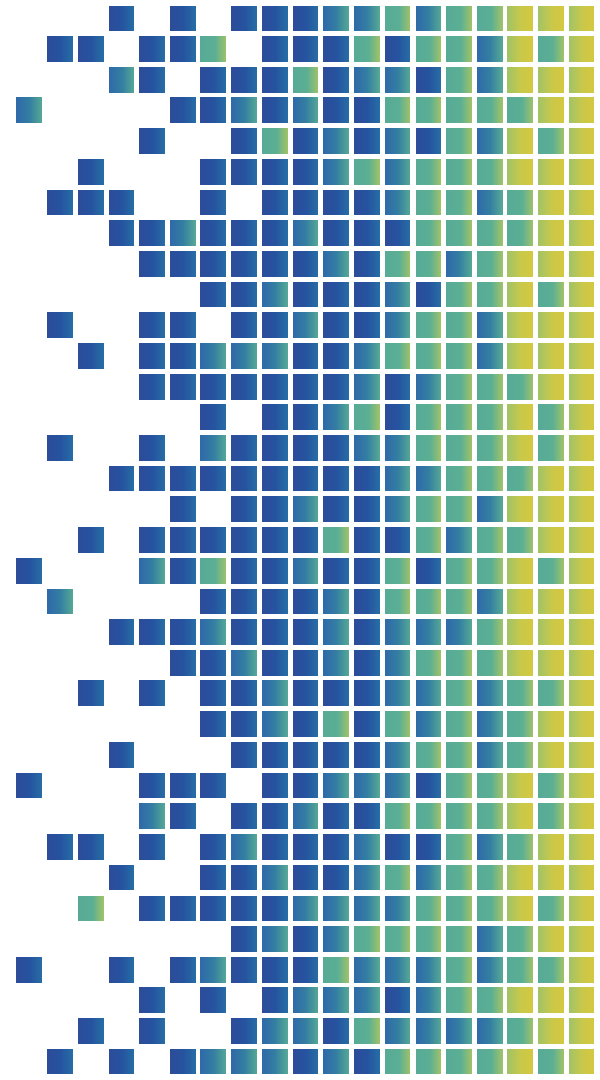
Supporting and mediating the meetings helped in making the two parties more confident



# MASTERCLASS BeIVini



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## The Italian wine sector

Just like many other food and beverage products, **Italian wine is well-known all over the world and plays an important role in Italian export:**

- **In 2019**, the wine sector saw exports account for 58% of its total turnover
- **In 2022**, the export of Italian winery products increased by **+12%** compared to 2021. With a monetary value of almost **8 bn. €**, the exports reached the highest level ever.

## The Italian wine sector in 2020

- In **2020**, in the wake of the **Covid-19 pandemic**, the Italian wine sector registered **heavy losses**: almost 4 out of 10 Italian wineries (**39%**) registered a sharp drop in activity with a liquidity alarm\*.
- In addition to the halt in the gastronomic sector, even **low demand from abroad** had a negative impact on the wine sector.



\*Source: Coldiretti/Ixe [survey](#)



## Mission:supporting the Italian wine sector

To support the wine sector (especially family-run businesses), the e-commerce retailer **BelVini** launched the **#sonoitaliano** initiative.



BelVini **expanded its assortment of Italian wines** and **reduced its end-customer prices** in order to encourage the sale of the products of those family businesses at risk of insolvency.



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## #TogetherIsBetter: Belvini & ITKAM

BelVini and ITKAM – Italian Chamber of Commerce for Germany e.V. worked together to support the Italian wine sector within the “True Italian Taste” project.

- True Italian Taste is promoted and funded by the **Ministry of Foreign Affairs and International Cooperation** and **Assocamerestero** (the association of 36 **Italian Chambers of Commerce** abroad).
- The goal of the event was enhancing and safeguarding authentic Italian food products.



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# Masterclass: Italian Wine and Talk

Within the „True Italian Taste“ project, BelVini organized a **Digital Masterclass** named „**Italian Wine and Talk**“.



**An online wine tasting** to discover three of Italy's best wineries.



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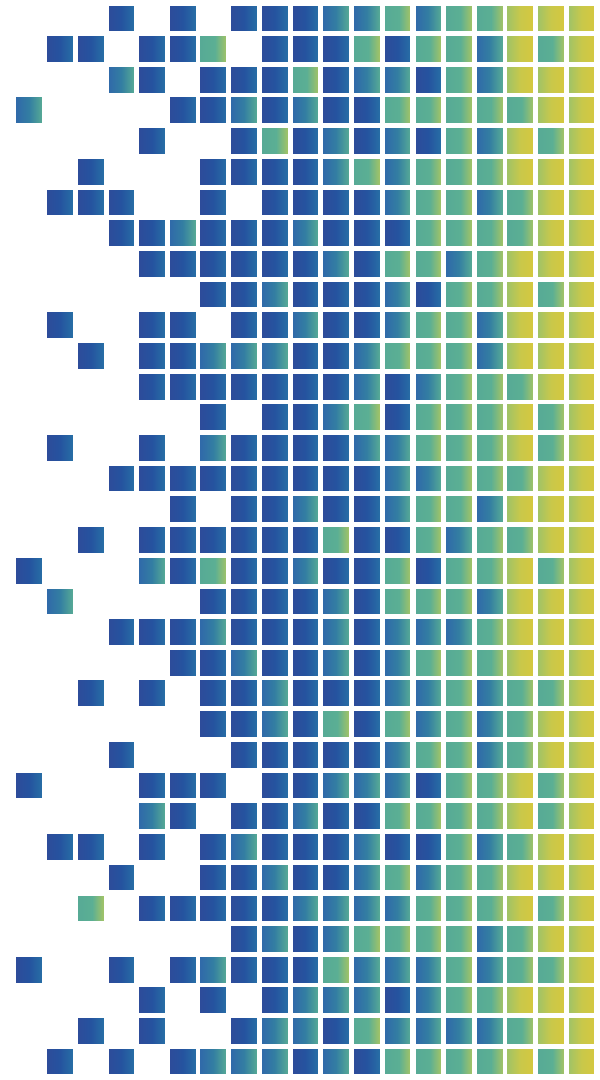


# Structure of the masterclass

Who	ITKAM + BelVini
Project	#TrueItalianTaste + #sonoitaliano = <i>Italian wine and talk</i>
What	Online wine tasting
Where	Zoom Meeting
How	Influencer Marketing Strategy
Goal	Supporting Italian winery family-run businesses



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## Project Results

306

Bottles of wine offered by  
the three wine companies

25

Instagrammers involved in  
the tasting

860k

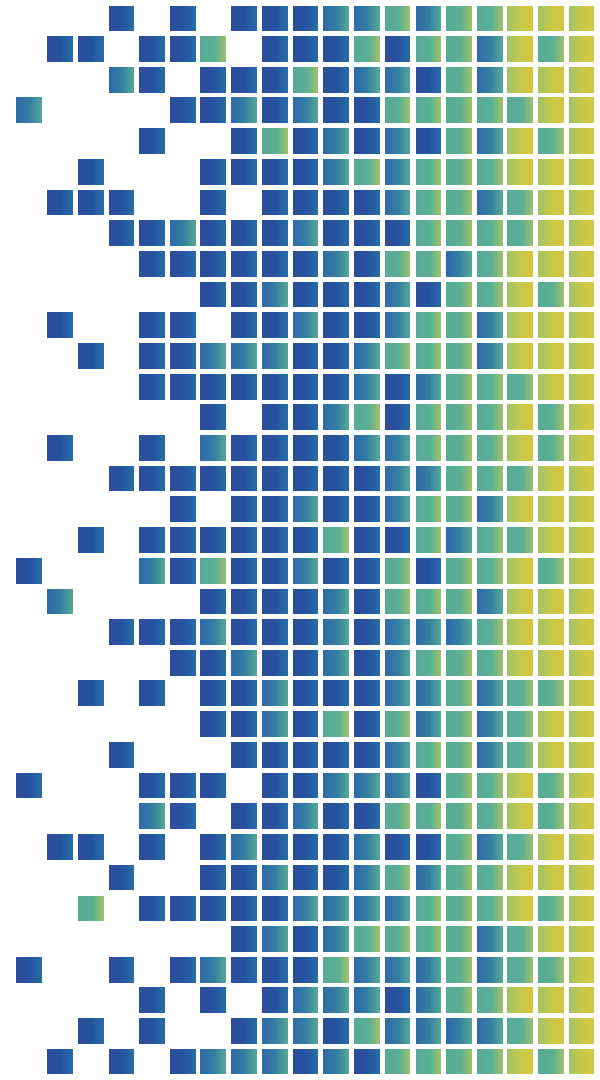
Followers reached during  
the event

100

Posts (by influencers, ITKAM  
and BeLvini) in 21 days



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101

Live spectators of the  
Zoom event

38

Sold wine boxes

## Live Facebook-Watch results\*

991

Views

493

Interactions

2.376

Reached users

\*After 24 hours



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## Key success factors

Involvement of **wineries from three different regions:**  
Tuscany, Südtirol and Veneto



**Diversification of the offer and attraction of different target consumers;**  
Support to family-run businesses

**Moderation** of the event by BonVini and by the **European Sommelier School in Berlin**



Demonstration of the **value** and **appreciation of Italian wine abroad** as well as of the importance of **international cooperation and exchange**



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## Key success factors

Inclusion in a larger Project  
(True Italian Taste project)



Enhanced **credibility and importance** of the masterclass

Collaboration with **institutional partners**: ITKAM, Assocamere, Ministry



Confirmation of the relevance of the topic and spread of the project

Involvement of **influencers** and **products selling**



**Amplification and advertising** of the project as well as of the manufacturers on **social media**



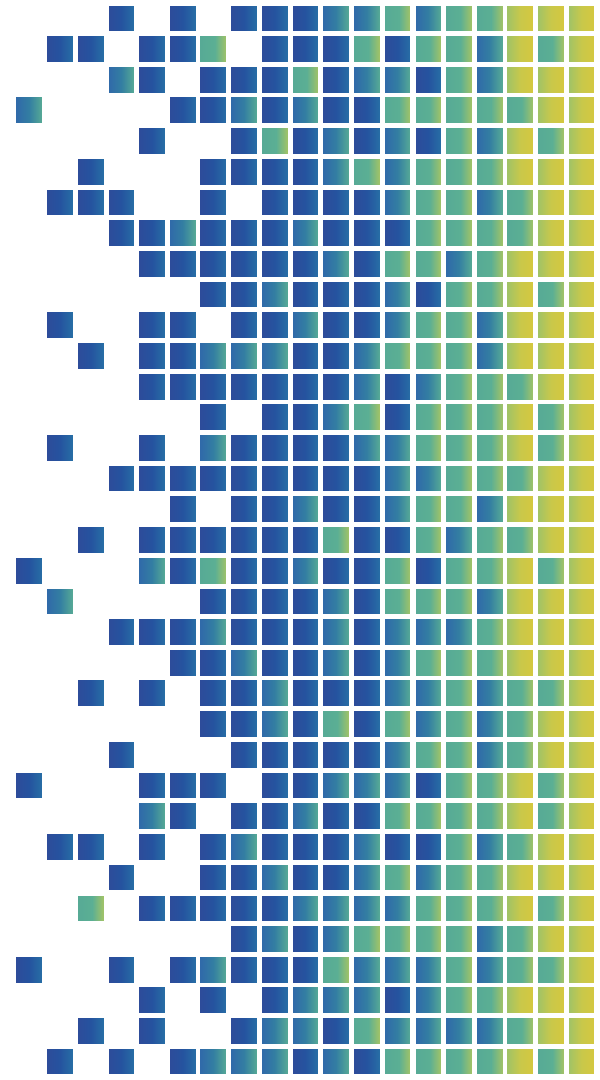
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# DIGITAL MASTERCLASS



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## WHAT IS IT?

REGILIENCE is a Horizon 2020 Green Deal project supporting the EU Adaptation Mission

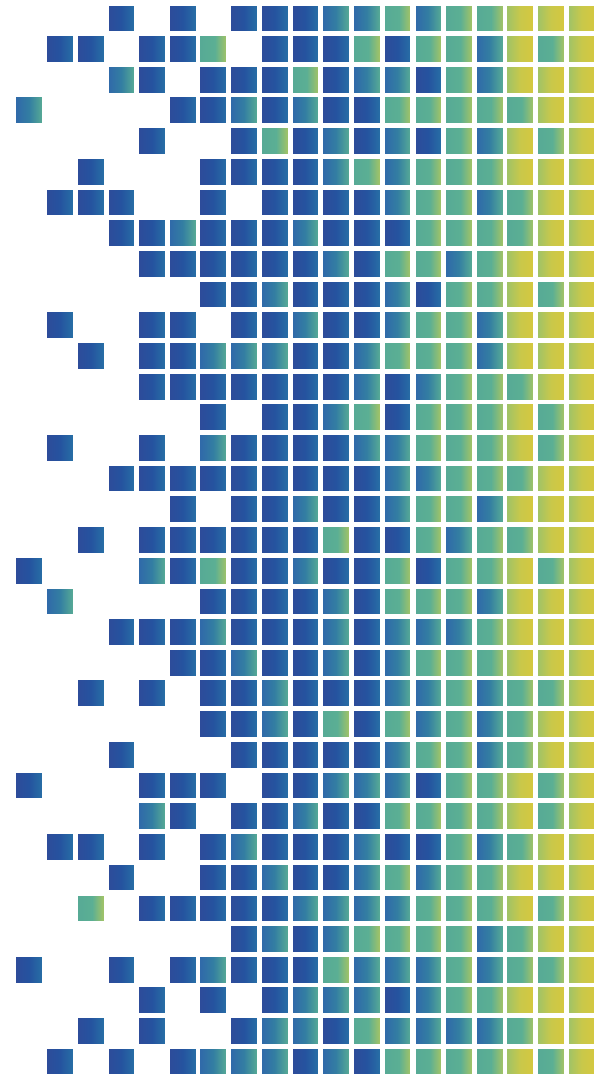


## GOALS:

- Supporting communities, cities and regions in their efforts towards building climate-resilient pathways;
- Focus on the most vulnerable regions;
- Build local/regional capacities for resilience and adaptation;
- Role of research and innovation: knowledge and understanding.



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The project provides Open Training Sessions (OTS) to inform interested European regions and regional actors about available support and technical solutions for adaptation.

[The Project](#)[About us](#)[Resources](#)[News](#)[Newsletter](#)[Contact us](#)

## Training opportunities

The objective of the capacity-building activities is to enable regions to co-design and finalize climate resilience pathways and to offer comprehensive support to regional and local change makers.

We provide a series of training sessions clustered in two cycles for European regions and communities within our **Open Training Sessions (OTS)**. On top of this we provide activities tailored to our focus regions such as a **customised support service**, and **peer-to-peer mentorship**. We also coordinate the testing of **public-private partnerships (PPPs)** and region-specific training sessions.

### Open Training Sessions (OTS)

The OTS objective is to inform interested European regions and regional actors about available support (e.g. opportunities on the European level, tools and solutions, indicators, maladaptation, funding), and technical solutions for adaptation (sectoral solutions and good practice implementations). These sessions are available for all interested parties and will take place **between March 2023 and 2025**. The sessions are organised in a series of ten online events divided into two cycles.



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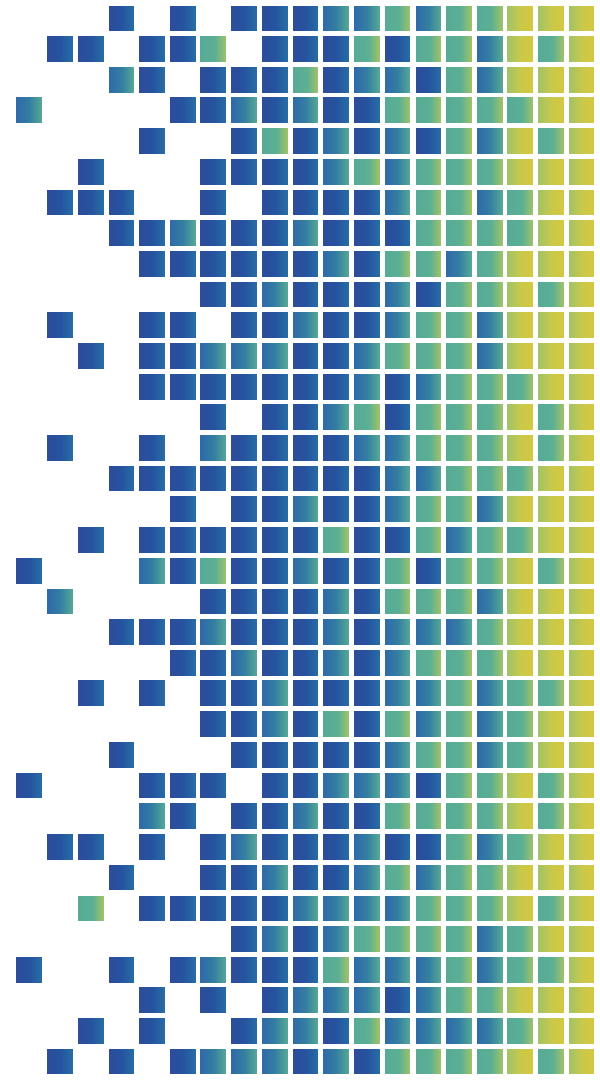
- The Resilience OTS are conceived **to include a lot of interactions** with the audience. Thus, to reach a wider audience and to engage more people in the sessions the project, before the trainings, open the agenda to the public for them to contribute with their topics, give their opinions and feedback.
- Additionally, the project also gives the opportunity to the audience to vote on the topics to be tackled during the other trainings cycles.





## BENEFITS:

- A training event that is highly tailored to the audience's needs and preferences will result in the audience feeling acknowledged and understood, leading to increased engagement.
- By addressing the specific requests and requirements of the participants, you can create an environment where they feel valued and their interests are being prioritized.
- This approach not only enhances their overall learning experience but also encourages active participation and involvement.





## IMPLEMENTATION

:



1. Registration
2. Form the event,
3. Create a section where the audience can provide input and engage.

By including fields that allow participants to express their specific needs, interests, or questions, you can gather valuable information that will enable you to tailor the event to their preferences.



# BEST PRACTICES FROM FRANCE



# VIVATECHNOLOGY - EUROPE

*“VivaTech went hybrid in 2021 and after its huge success planned a hybrid event for its 2022 version too. It gives companies the chance to showcase their solutions and initiatives either digitally or in person. By doing so, they open their event up to many more sponsors as well as a much wider audience. Take inspiration from this hybrid event example if you plan tradeshowes or similar events.” – source - Spotme*



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## INTRODUCTION

- Viva Technology was founded **in 2016** and is an annual technology conference, dedicated to innovation and startups. The conference is held **in Paris, France**
- The objective of the conference is to accelerate innovation by bringing together startups, tech leaders, and large investors who are responding to the biggest challenges in the world today
- With the COVID-19 pandemic, the 2020 edition was cancelled and the event comeback in 2021 in a hybrid format and due to its success they continue to held the event in **hybrid format** in the next editions (2022 and 2023)



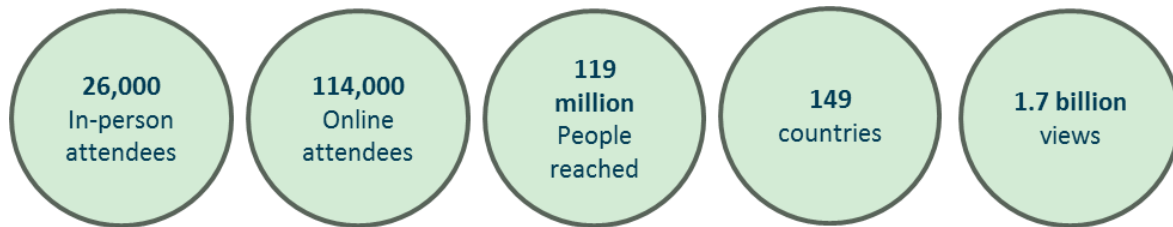
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## THE 2021 HYBRID EDITION - WHAT CHANGED?

VivaTech 2021 was held in an hybrid format - “in-person for attendees in Paris, with more than 500 exhibitors, and online for a worldwide digital audience. The new format will allow VivaTech to expand its offerings while ensuring the health and safety of its attendees” – **source VivaTech**

### The 2021 edition in numbers



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## WHAT DID THEY TO IMPROVE THE ONLINE AUDIENCE ENGAGED AND ACTIVE?

- Created three “tv inspired” different online channels for watching the conference – one only for highlights of the day
- Made available a networking platform to allow the audience to make connections and and engage with peers
- Developed 3D immersive online showrooms
- Include in the programme different online satellite events to reach different continents
- The conference program was centred around exploring the future of technology and work, due to the relevance of the current global landscape







## THE KEY TAKEAWAY



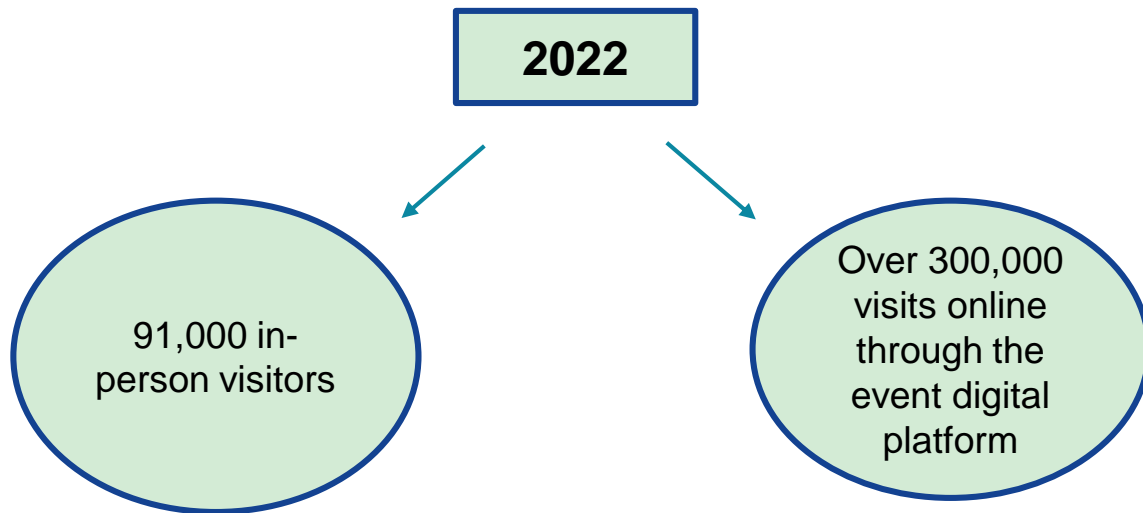
Hybrid conferences have become increasingly popular due to their ability to reach a **larger** and **more diverse** audience. To ensure the success of such conferences, **two** key tools are essential:

- **Virtual event software** - to share conference online and livestream it to remote participants with user-friendly interface for attendees to access presentations, panel discussions, and other conference sessions
- **Networking platform** – to facilitate meaningful interactions among attendees, allowing them to connect and engage with their peers





VivaTechnology consider the 2021 event a success, a prompting adopt the hybrid format for 2022 ensuring its continued success and growth



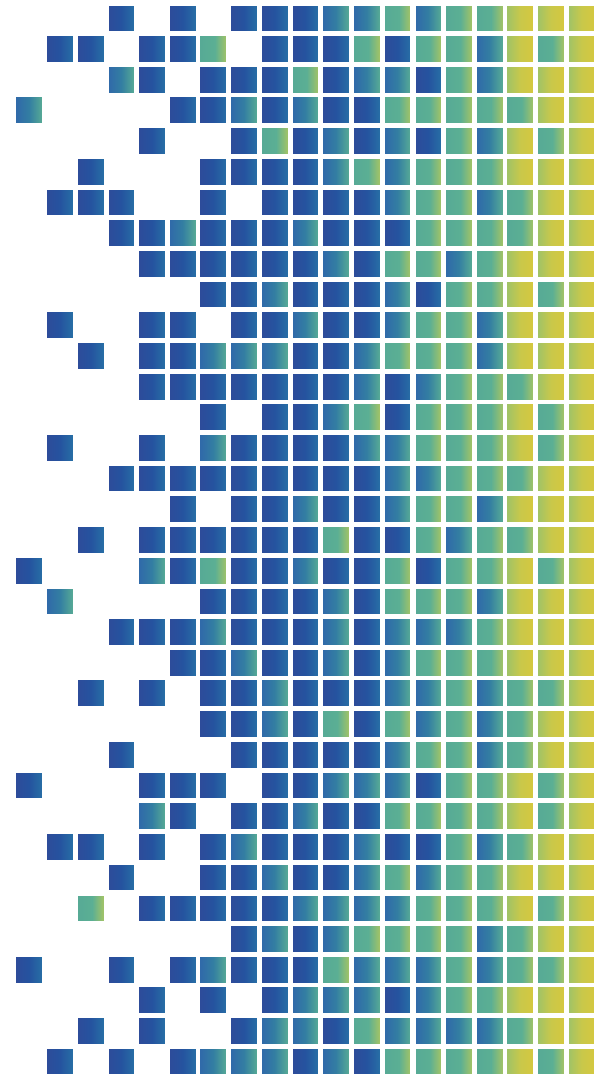
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# HYBRID MASTERCLASS FRANCE



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On 6th October 2022 the Quimper-Cornouailles technology park organized a physical and remote BtoB conference on the theme of food resilience.

**ÉVÉNEMENT PROFESSIONNEL**  
SUR LE TERRITOIRE  
DES INDUSTRIES  
AGROALIMENTAIRES  
—  
TENDANCES POUR DEMAIN  
RÉFLEXION / INNOVATION

12<sup>ème</sup> ÉDITION

**ialys**  
Institut de l'agroalimentaire  
de l'Yveline

EN PRÉSENTIEL  
OU EN LIGNE

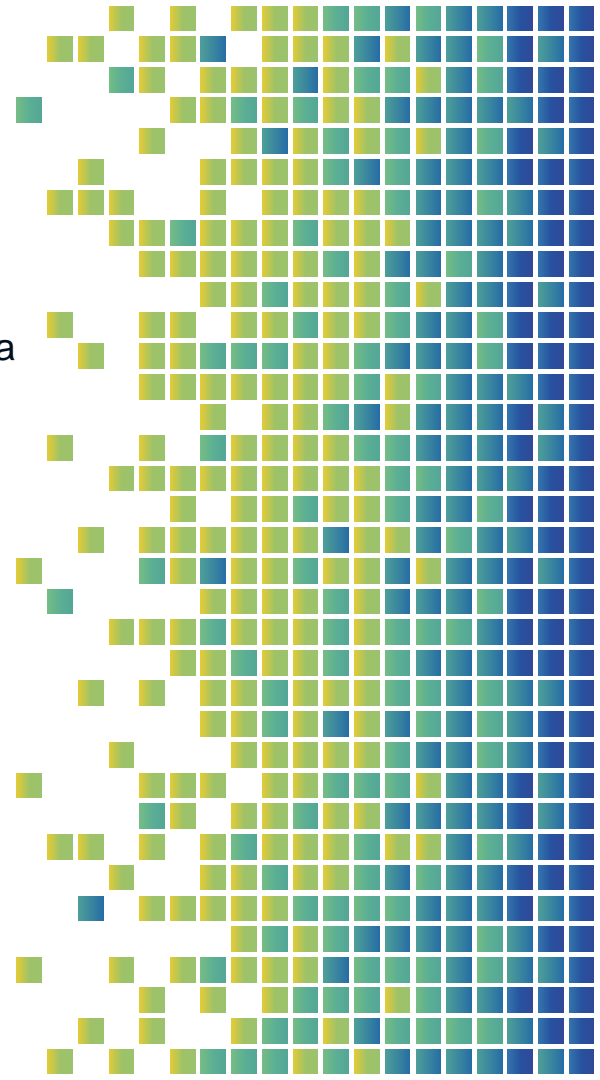
**Technopole**  
Quimper-Cornouaille

**VERS UNE ÉCONOMIE  
BAS CARBONE ET RÉSILIENTE  
FACE AU CHANGEMENT  
CLIMATIQUE**

**JEUDI 6 OCTOBRE 2022**  
de 16h30 à 19h30  
CENTRE DES CONGRÈS DU CHAPEAU ROUGE  
1 RUE DU PARADIS / 29000 QUIMPER



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# Food resilience

## WHAT IS IT?

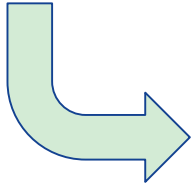
The concept of food resilience can be defined as the capacity of a food system to guarantee food security over time, despite varied and unforeseen disturbances.



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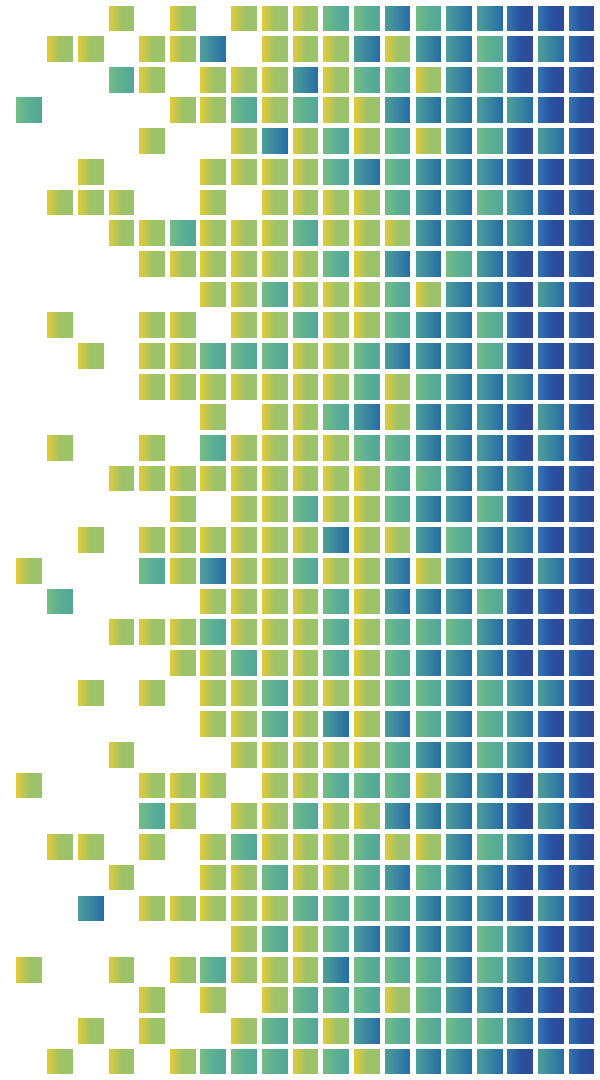
Faced with multiple consequences of climate change, the food system must be transformed in depth to simultaneously reduce its greenhouse gas emissions, increase carbon storage capacity, and develop the production of renewable biomass to replace fossil fuels.



Understanding these issues and the nature of the responses they require will be an increasingly important variable in the resilience of our food systems for a transition to a low-carbon, circular and sustainable economy in the years to come.



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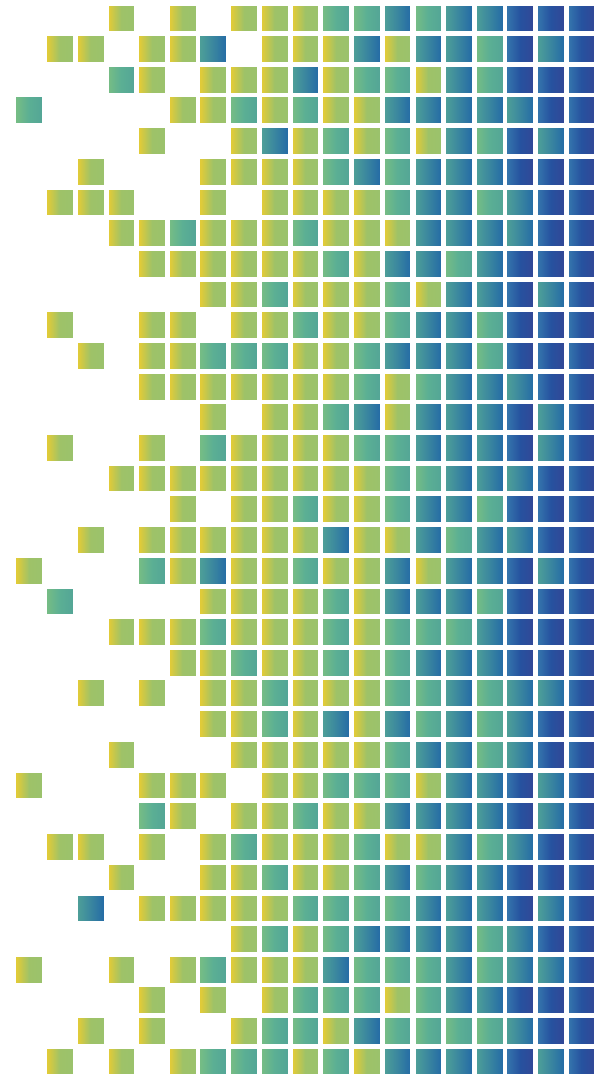
# The Brittany Region



The Brittany region has many ingredients for food resilience, and significant room for maneuver to strengthen it.



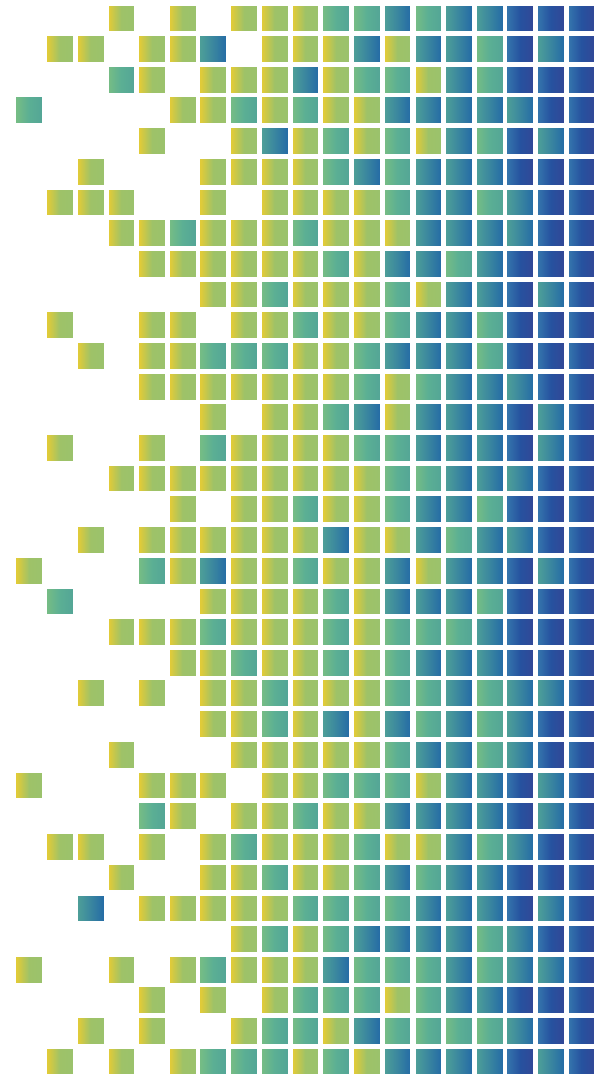
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The agri-food conference addresses the following substantive issues:

- How can we prepare our crops for climate change?
- How can we reduce our dependence on energy costs?
- How can we make our companies evolve towards more sustainability?
- What new industrial and logistical models to reduce the carbon and more broadly environmental footprint of the agri-food tool?







## Program

**4:30 p.m.:** Welcome of participants and introductory remarks

**5 p.m.:** Grand Witness - "Feeding territories in times of uncertainty - Towards a low-carbon and resilient food economy."

Annabelle RICHARD, Territory Consulting Director, Utopies

**6:15 p.m.:** Testimonials - "Faced with climate change, companies have resources!"

Marc-Olivier BERNARD, CEO Fabulous French Brewers

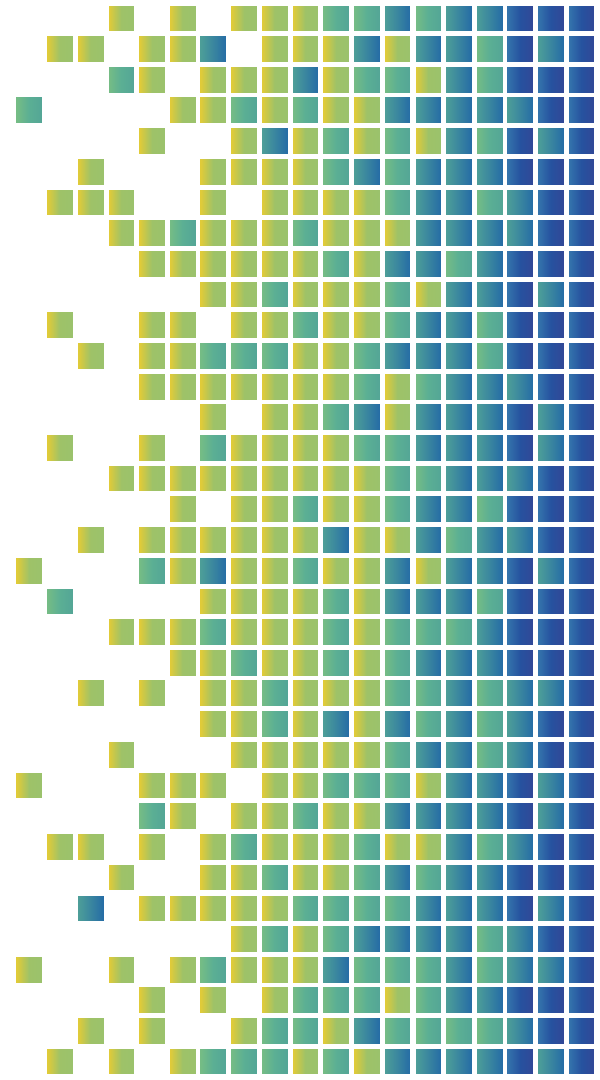
Anne-Sophie GUILLARD, Food Pack Solution Manager, Adria

Christelle HOUDARD, Deputy Managing Director, Cooperative Le Guessant

Mathieu MERLHE, Europe and Innovation Project Manager, Brittany Chamber of Agriculture



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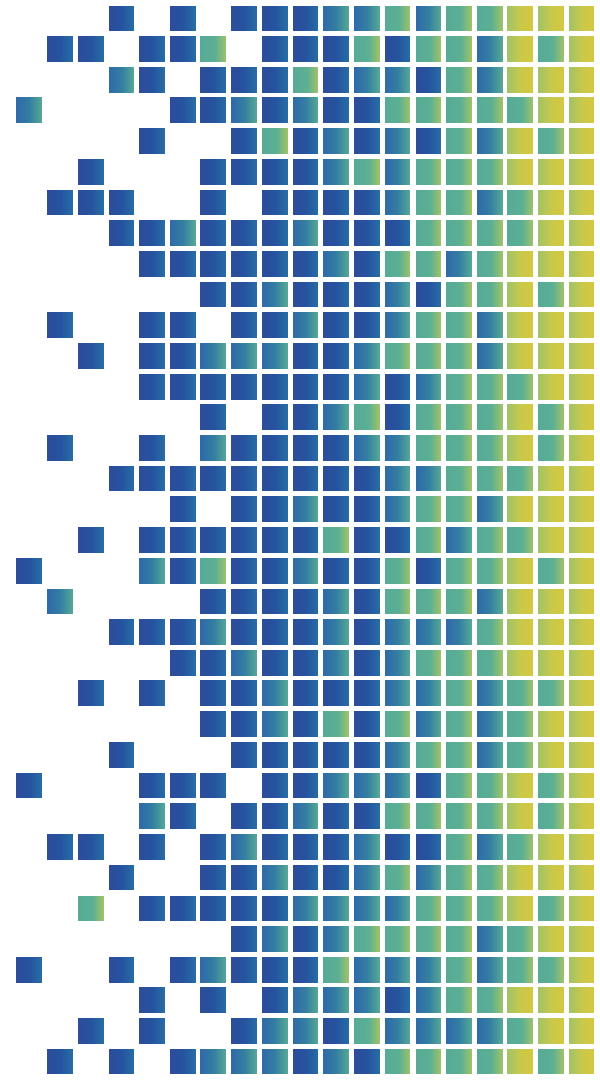


# DIGITAL EVENT FRANCE

Virtual agri-food fair for Breton industrial solutions providers



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## Virtual agri-food fair for Breton industrial solutions providers

WHAT  
IS IT?



In order to accelerate the penetration of Industry of the Future 4.0 technologies in Breton companies, VSEs-SMEs and large companies in the agri-food sector, the Chamber of Commerce and all of the Breton competitiveness clusters have organized an unprecedented event 100% digital, from 10th to 12th March 2021.



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### Program:

- Visit of technological villages,
- Thematic workshops,
- B2b meetings,
- Meeting with economic and innovation partners

### An event for:

- Connecting suppliers and Breton companies
- Raise awareness of 4.0 technologies in the agri-food sector
- Inform about the support offers available in the region
- Create synergy with the Breizh Fab system (Chamber of Commerce).



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## 4 reasons to participate:

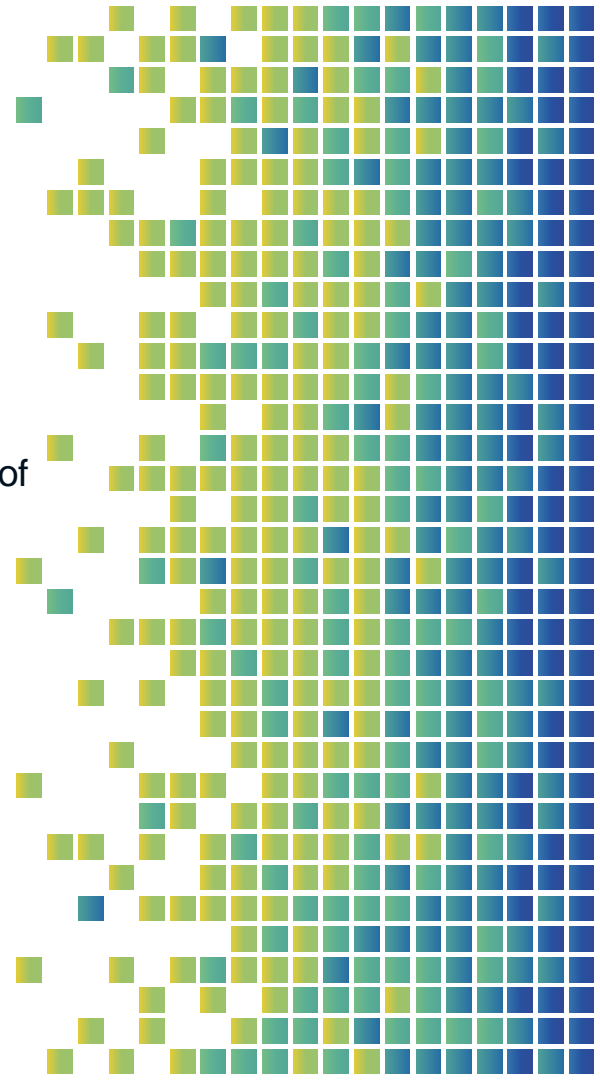
1. Make yourself known to new customers and prospects: Benefit from national visibility (Event accessible free of charge to manufacturers everywhere in France)
2. Products and services presentation for 3 days: Personalize your stand with your own logo, upload your documents, videos of recorded presentations, etc.
3. Generate contacts without traveling: Recover a database of qualified contacts
4. Access qualified B2B appointments: Manage your own appointments using an availability calendar (via messaging, video, etc.)





## Results:

- The show has brought together 150 exhibitors, providers of technological solutions for the “food industry of the future”.
- It was made up of six villages:
  1. Digitization of the industrial process
  2. Digitization of customer relations
  3. Advanced production technologies
  4. Environmental transformation
  5. Transformation of organizations
  6. Design of products and services

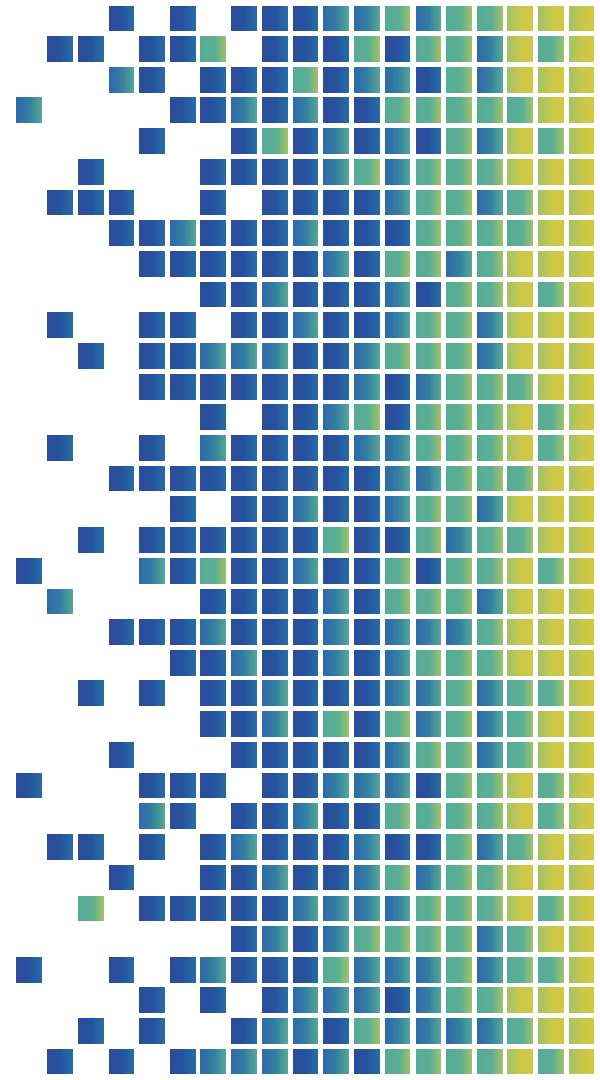




# ONLINE/HYBRID FRENCH PLATFORMS



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## Online and hybrid platforms

### WHY ARE THEY IMPORTANT?

Hybrid and online events have become increasingly popular in recent years.

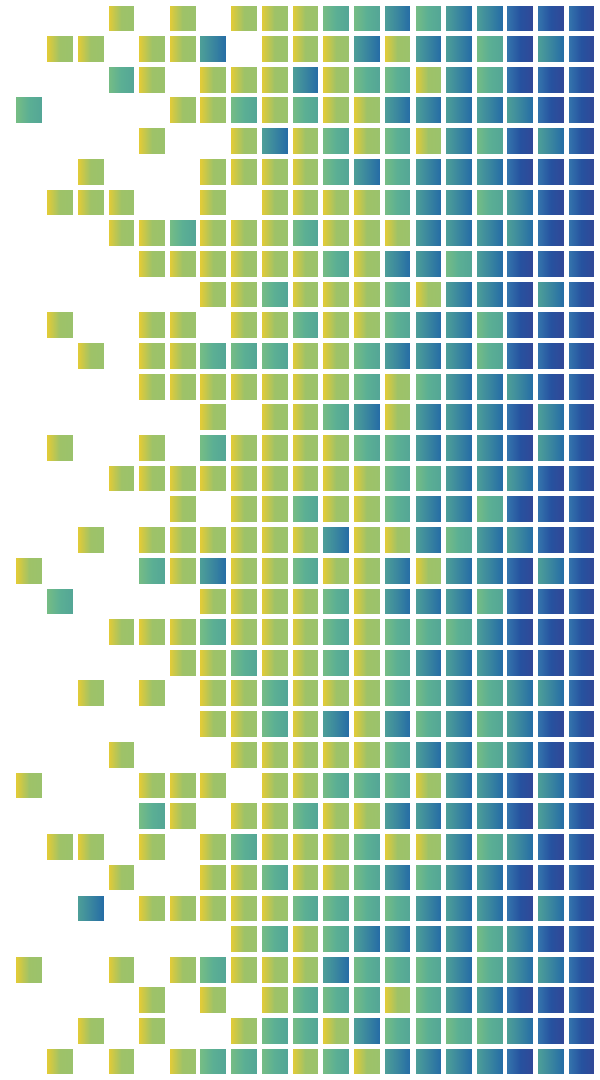
The COVID-19 pandemic has accelerated the adoption of these platforms.

### BENEFITS

- Increase Capacity for Attendance
- Valuable Data
- Eco-Friendly
- Designing Ticketing Techniques
- Strong Sponsorship Possibilities
- Combining Two Activities into One Event
- More Audience Involvement
- Bringing together in-person and virtual attendees



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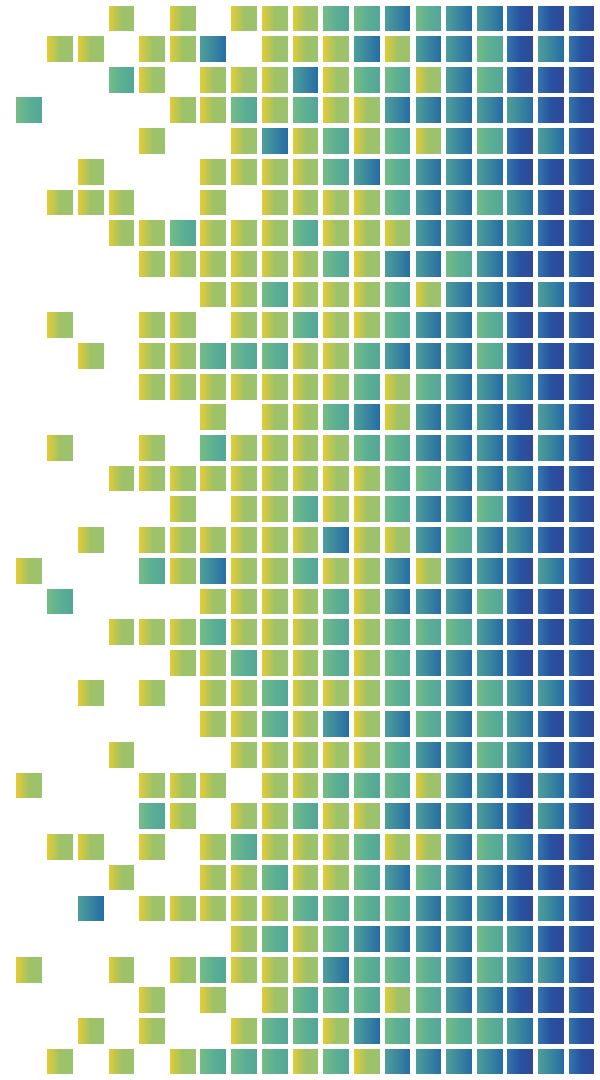




# MOST USED PLATFORMS FOR ONLINE EVENTS IN FRANCE



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The Zoom Meetings Services allow Hosts to schedule and start Meetings and Participants to join Meetings to collaborate using voice, video and screen sharing functionality.

Here are **10 benefits of Zoom** for small businesses



1. Simple and affordable plans
2. A simplified transition to video
3. The ease of use of Zoom Rooms
4. The smoothness of the Zoom Phone portability process
5. An intuitive user experience
6. Screen sharing and remote control
7. Call and video quality
8. Connectivity of employees, customers and suppliers
9. A Powerful Admin Dashboard
10. Simple user management

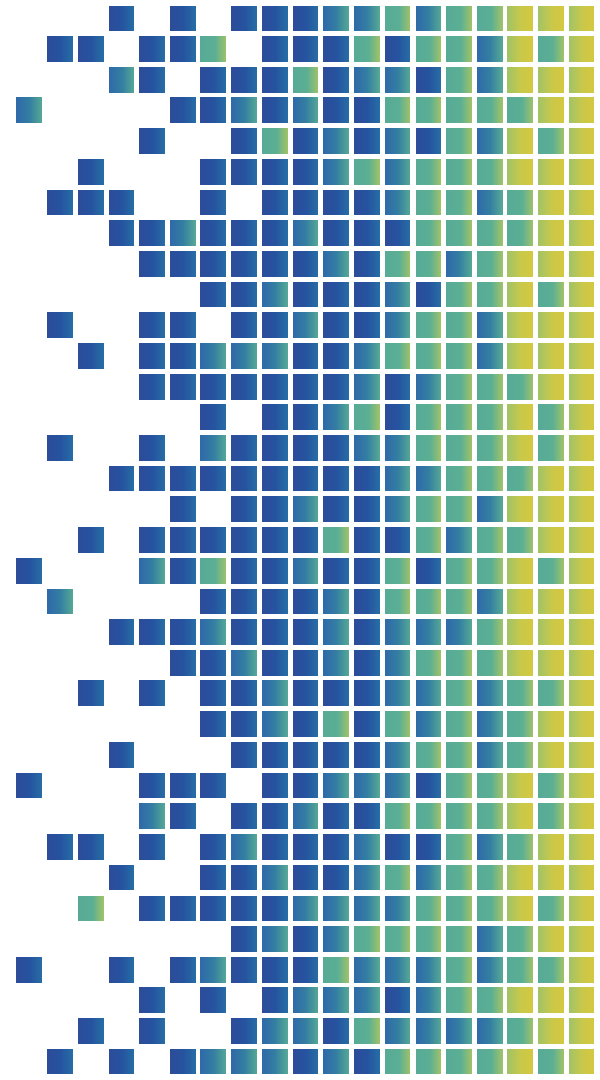




- AppyFair is the French leader in virtual fairs, created in 2010 and with more than 600 digital events to its credit.
- AppyFair is an easy-to-implement virtual fair solution, which will allow to virtualize the meetings that are organized today face-to-face with suppliers or customers.
- It **saves time** and **optimize costs** by eliminating unnecessary travel, and allowing these meetings anywhere in the world, in a few clicks.



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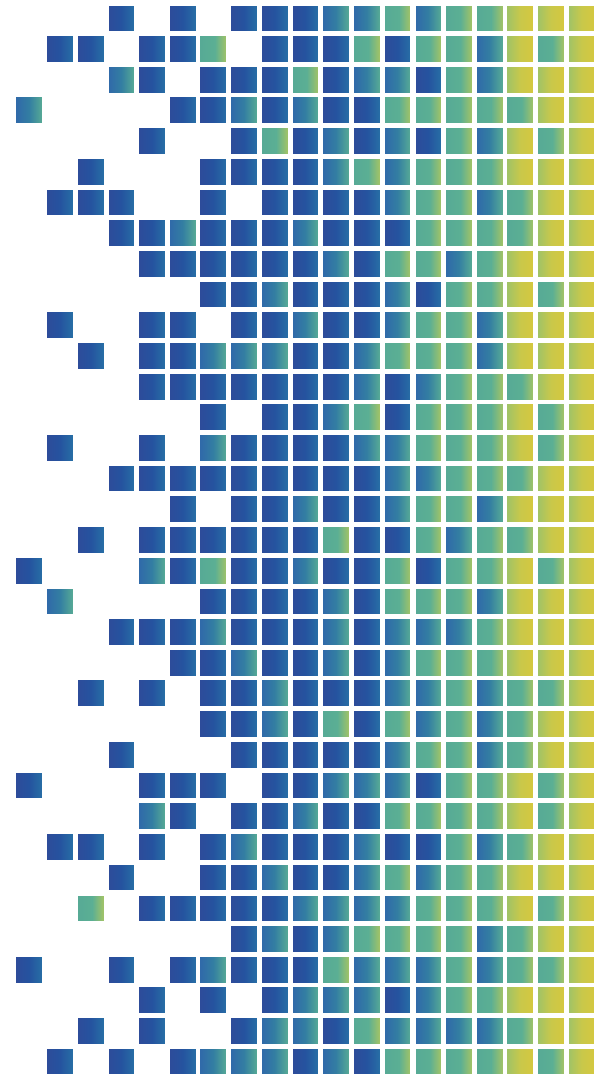




# HYBRID EVENT FRANCE



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## Hybrid trade-fair for agri-food industry providers

### WHAT IS IT?



It is a major meeting of the sector: the crossroads of suppliers of the agri-food industry, the CFIA, has taken place on **Tuesday 8, Wednesday 9 and Thursday 10 March 2022** at the **Parc-expo in Rennes**. For the 25th edition has welcomed more than 1,600 exhibitors.



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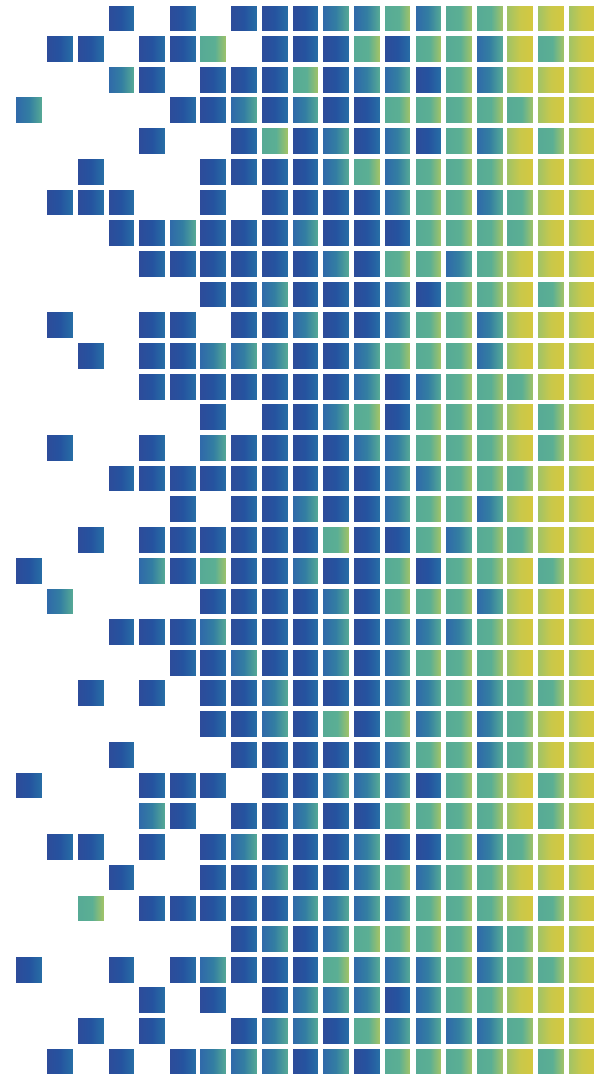
The **CFIA show**, the crossroads of suppliers to the agri-food industry, celebrated its 25th anniversary on Tuesday 8th, Wednesday 9th and Thursday 10th March 2022, at the Rennes exhibition center. The show welcomed more than 1,600 exhibitors grouped in the **three** usual areas of the show:

1. **Ingredients & PAI (Industrial Food Product);**
2. **Equipment & Processes;**
3. **Packing and Packaging**

The show also covered various aspects of current events in the agri-food sector: low-carbon factories, employment, packaging, etc...

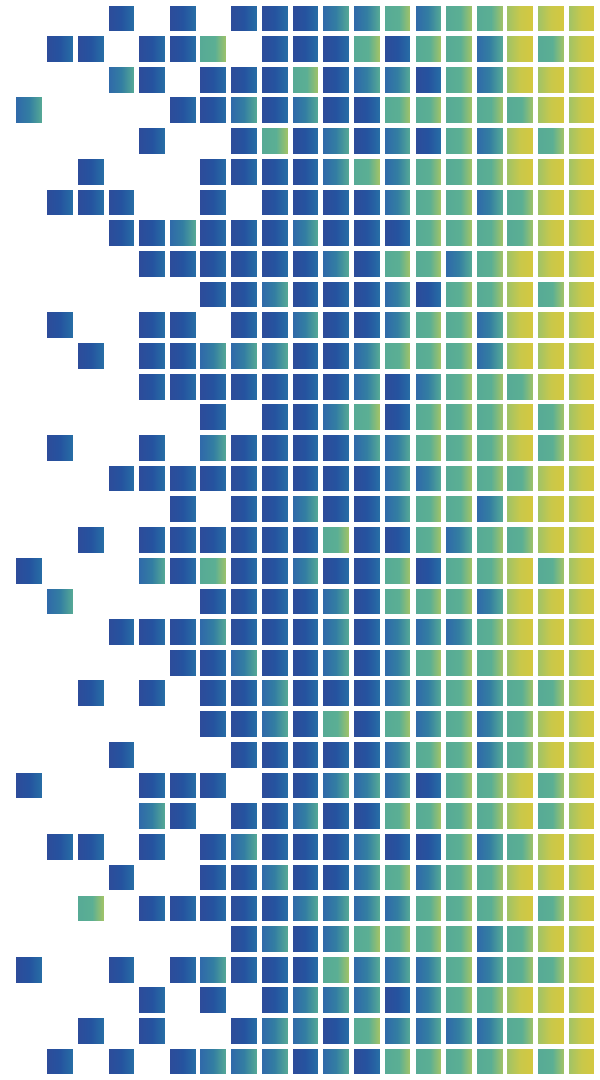


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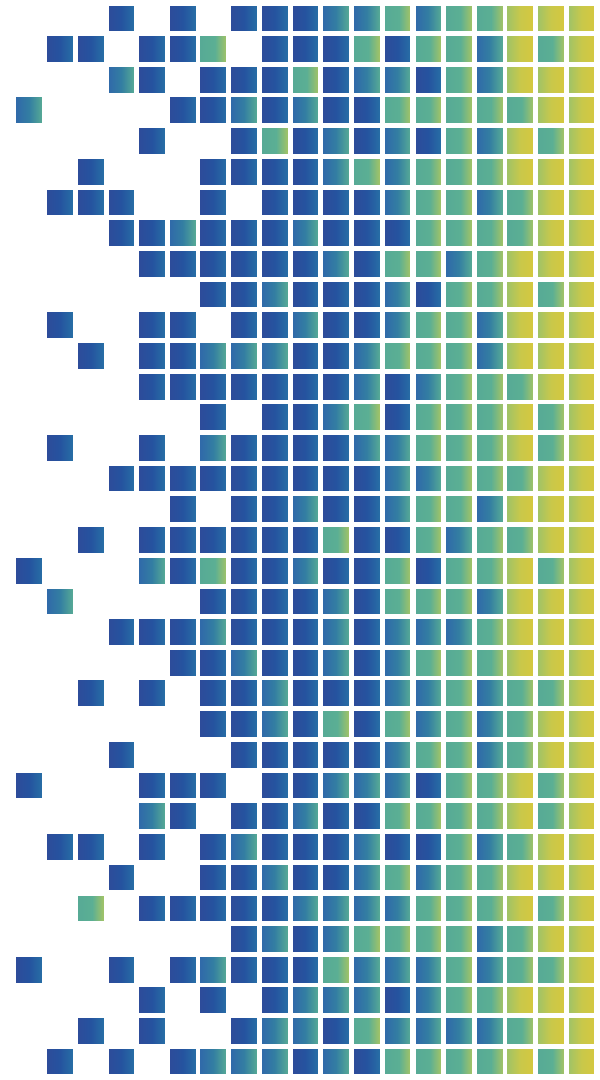


The **2022 edition of the CFIA**, again organized entirely in "face-to-face", could also be followed remotely via **four online channels** which retransmitted on the internet most of the meetings and events, as well as comments and analyzes by experts straight from the aisles of the show





- Employment and recruitment in trades in the agri-food industry have also been in value. “Job dating” with **more than twenty** companies has been organised: **Laïta, Maison Chancerelle, Guyader, Mytilimer, La Trinitaine, Mix Buffet, Bigard...**
- Nearly thirty conferences were also attended both **face-to-face** and **remotely**, particularly on the **Egalim 2 Law, cybersecurity, food packaging** and **sustainable development**.
- On Wednesday March 9th at 4 p.m., a program broadcast on TV Rennes (TV and Internet) welcomed emblematic business leaders from the sector and institutions, for the retrospective of 25 years of the agri-food industry







**NOW IT'S YOUR TURN!**

**Check what you have learned**



Click [here](#) and answer this short questionnaire to check your knowledge!



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# General Evaluation Questionnaire

If you have gone through all the modules, please fill in following general evaluation questionnaire



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# Thank you!



**B S G A >**  
BERUFSCHULE FÜR DEN GROSSHANDEL,  
AUSSENHANDEL UND VERKEHR, BREMEN



CAMERA DI COMMERCIO  
ITALIANA PER LA GERMANIA  
ITALIENISCHE HANDELSKAMMER  
FÜR DEUTSCHLAND



 **predif**



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