



This project was funded by the European Union's COSME Programme



AgriFood 4.0 Opportunities & Challenges: Be more innovative and gain international traction with TRACK!

TRACK a European Project co-funded by the COSME programme¹ (EU) aims at better **equipping entrepreneurs to face the challenges and opportunities of Agriculture 4.0** including **by fostering cross-border transfer of knowledge and experience between entrepreneurs**. Five European agrifood clusters from France (VEGEPOLYS), Romania (AgroTransilvania Cluster), Spain (CTA), The Netherlands (Greenport West-Holland) and Italy (Agrifood Clust-ER) cooperate in the project.



**Are you an SME² offering ICT and data processing solutions?
Is agrifood a target sector for your firm?**

TRACK is looking for 10 promising ICT SMEs intending to develop new or offer existing digital solutions to the agrifood sector.

Call open until 30 April 2019!

- *ICT SMEs offering solutions of at least TRL4 to 5³ with no previous experience of collaborating or selling to the agrifood sector;*
- *ICT SMEs offering solutions of at least TRL4 to 5 with previous experience of dealing with the agrifood sector and with an interest to gain further knowledge of the sector.*

Apply to TRACK to receive **expert support to better access the agrifood sector!**

¹ COSME Program: Europe's programme for small and medium-sized enterprises, aims to make it easier for SMEs to access finance in all phases of their lifecycle-creation, expansion, or business transfer.

² Small and Medium size Enterprise (https://ec.europa.eu/regional_policy/sources/conferences/state-aid/sme/smedefinitionguide_en.pdf)

³ Technology Readiness Level

(https://www.nasa.gov/directorates/heo/scan/engineering/technology/txt_accordion1.html)

TRACK offers advisory services to help you deploy and adapt your business model to the needs of the agrifood sector, through:

- **A training programme** to help your firm acquire specific knowledge of the commercial practice and technology needs of firms of the agrifood sector;
- **Support to internationalizing business plans in the agrifood sector.** Depending on the specific needs of each supported SMEs, TRACK will support:
 - The identification of networks portfolio;
 - The mapping of international markets prospective;
 - The preparation of investors' rounds;
 - The preparation of B2B agendas with potential clients;
 - The preparation of applications for transnational RDTI calls for projects.

We will **select a total of 10 promising ICT SMEs** amongst the applications received from all the TRACK partners countries through the assessment of their solutions and their initial **Business Plan, focusing on how they intend to enter or increase their share of activities in the Agrifood sector** and their capabilities to implement that Plan.

The TRACK **Call of Interest** will **open on 1st April 2019** and it will close on **30th April 2019**.

If you are interested in participating, contact us at celia.gavaud@agrifood.clust-er.it

For further info, visit our website: [TRACK | Growing Data](#)

We look forward to hearing from you soon!