



1st European CAP Network workshop 'National networking for innovation'

Tallinn, Estonia
30 November – 1 December 2023

'Innovation Market' pavilion for OGs, startups and projects

Tuija Kallio
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Tuija Kallio, Finnish Rural Network

EU CAP Network Workshop 'National networking for innovation'

30.11. – 1.12.2023

What is Innovation Market?

- Joint exhibition area to gather OGs, innovative projects, startups, and innovative minds to showcase their innovations
- Bring innovations close to the end-users – participate agricultural fair in which farmers visit anyways
- High networking value also between exhibitors



**KONE
AGRIA**  **INNO
VAATIO
TORI**
12.-14.10.2023 TAMPERE

Background

- The idea for a joint pavilion came from one of our thematic groups in 2021
 - In Finland the idea of gathering RDI actors together is rather new concept at agricultural fairs
- Organized three times: 2021 (10 exhibitors), 2022 (16 exhibitors) and 2023 (35 exhibitors)



KoneAgria / Agricultural Machinery Fair

- Both organized in October in alternate years
- KoneAgria in Tampere, Agricultural Machinery Fair in Helsinki
 - Same organizer
- 15,000 – 17,000 visitors, +400 exhibitors, 4-6 halls
- Focus on experts, farmers, foresters
 - "Quality of leads was good"



Open call

- Open to OGs, projects, startups, entrepreneurs to apply
 - 22.5. – 6.8.2023
 - Instructions and application form in FI, SE, EN
- This year 24 applications (Finland, Estonia, Latvia, Ireland, Kongo)
- Acceptance by the organizing team – relevance, novelty
- In addition, organizing team and administration had possibility to give their interest to participate

APPLICATION FORM

1. **Contact information of the project / company / entrepreneur**
2. **Are there participants from other organizations taking part at the Innovaatiotori exhibition area?**
3. **Are you able to attend the Innovaatiotori exhibition area on each day of the fair?**
4. **Please, describe the innovation you would present at the stand.**
5. **Do you offer some sort of attraction (device etc) to be presented at the stand? If so, what is it? How much space does it need?**
6. **Would you like to participate in the stage programme of the Innovaatiotori exhibition area?**
7. **We are taking part in the planning of Innovation pitches programme taking place at the main stage of KoneAgria. Would you be interested in an opportunity to participate in the Innovation pitches programme at the main stage?**



Tuija Kallio • You

Innovation Coach at Finnish Food Authority
4mo • 🌐

📢 Ahoy all innovators! Check out our open call to Innovaatiotori exhibition area in KoneAgria - the year's most significant and important professional event in the agriculture and forestry sector in Finland. 📢 ...see more



Apply to Innovaatiotori exhibition area in Finnish agricultural trade fair KoneAgria - Maaseutuverkosto

maaseutuverkosto.fi • 2 min read

👤 Jussi Juhola and 22 others

8 reposts



👍 Like

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📊 998 impressions

📈 View analytics



News



Apply to Innovaatiotori exhibition area in Finnish agricultural trade fair KoneAgria

19.6.2023



Maaseutuverkosto @MaaseutuFi · 4. elok. ...

Last minute shoutout! Looking for #innovators, #OperationalGroups, #startups, and #projects to a joint exhibition area to showcase what's happening in R&D in #agriculture, #forestry, and #horticulture. This year also foreign actors are welcome to apply!

👉 maaseutuverkosto.fi/en/news/apply-...



EU CAP Network ja 2 muuta



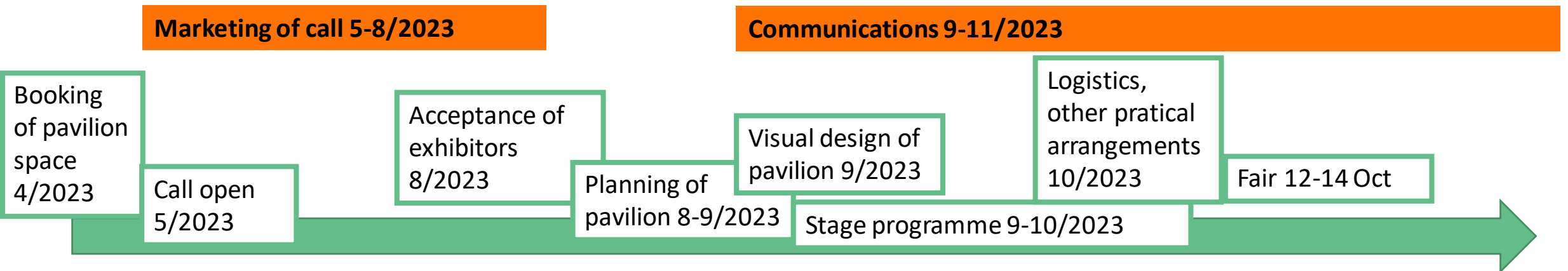
Innovation Market 2023

- 35 exhibitors in 144 m²
 - 10 OGs, 15 startups, 16 other projects, +100 staff persons from 39 organizations
- Networking event on Thursday evening (+70 participants)
- Own stage programme: exhibitor interviews (recorded)
- Innovation pitches at main stage of the fair
 - Farmers as innovators
 - Operational Groups
 - Startups



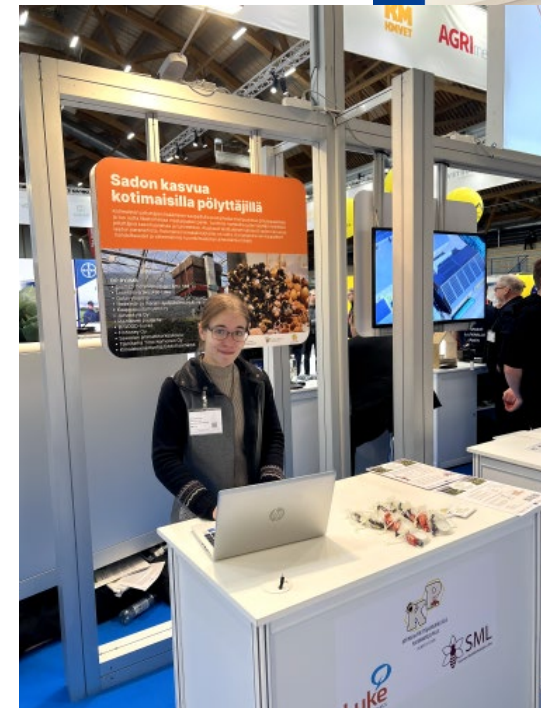
Innovation Market 2023

- Three persons from NSU in preparations (mid-August – mid-October)
 - 1 responsible for communications
 - 1 in organizing the innovation pitches to the main stage
 - 1 the practical work for planning, constructing pavilion + coordination)
 - collaborating ÄlyAgri network took care of our stage programme
- At the fair 8 persons from NSU



Feedback from Operational Groups

- Good discussions, applied university seen as a neutral party to ask opinion
- Useful comments from end-users of what should be considered in R&D
- Feedback that the innovation is useful and fulfills the purpose
- One OG won the Agri-INNO 2023 award at the fair



Visibility in social media



KoneAgria2023 metsäkoneenrakentajan silmin - sain uusia ajatuksia messujen suhteen

Paavo Puuntuottaja
10K subscribers

5.2K views 2 weeks ago

184 likes

Share Download

amskidabamski

488 Julkaisut
60,1 t. Seuraajat

Isännätär
Farmer
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Näytä käännös

www.youtube.com/watch?v=1WgtC_UAW



25,4 t.

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250 followers
3w · 🌐

In addition to Finnish innovations, Innovaatiotori also features international innovations, and startups 🌐

Get to know **Green Growth** from Latvia! Green Growth is a provider of a real-time yield mapping platform that works on every combine harvester, offering comprehensive data about yield.

Green Growth sensors handle data aggregation and control. These sensors monitor the flow of grain and associate it with the GPS coordinates of the combine harvester, with measurements recorded within the designated field boundaries. The application showcases aggregated performance and offers accessible heat maps from anywhere.

📍 This can lead to significant cost savings and increased production.

Come and say hello to **Alfiya Kayumova** at Innovaatiotori. The final day of KoneAgria is in progress.

For more information, visit <https://greengrowth.tech/>



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Maataloussektorin innovaatiopalkinto AGRI-INNO voittaja on Nanoboost® -happinanokuplageneraattori 🏆

See translation

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AKIS activities of the Finnish network

- Maintain digital networking platform maaseutuverkosto.fi
 - Event calendar, project (and soon also knowledge) database, news, blogs, discussion groups
- Organize supportive training for advisors, OGs, other R&D actors
- Organize networking and dissemination events for R&D actors, OGs, startups, rural entrepreneurs and developers
 - Networking app at events
- Apply new co-creation working methods to Finnish actors to accelerate new partnerships and to co-create project ideas
- Ease R&D actors to find next R&D instruments (Horizon Europe, private funding etc)
- Share good examples nationally and transnationally
 - Network to innovate webinars
 - Innovation Market
 - Influencer campaigns, webinars etc.
- Benchmarking with neighbouring countries
- Supporting Finnish actors' participation to international networking and collaboration within the EIP-Agri focus
 - "International travelling voucher"
 - Promotion of international events and dissemination opportunities
 - Nordic-Baltic cooperation on TNC EIP calls
- Active and well-functioning collaboration with AgriHubi (AKIS coordination body)
 - Member in AKIS thematic group
- Involve pillar 1 actors in knowledge sharing events and discussing their role in AKIS

Thank you!

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Co-funded by
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All information on the workshop is available on the event webpage:

https://eu-cap-network.ec.europa.eu/events/eu-cap-network-workshop-national-networking-innovation_en

