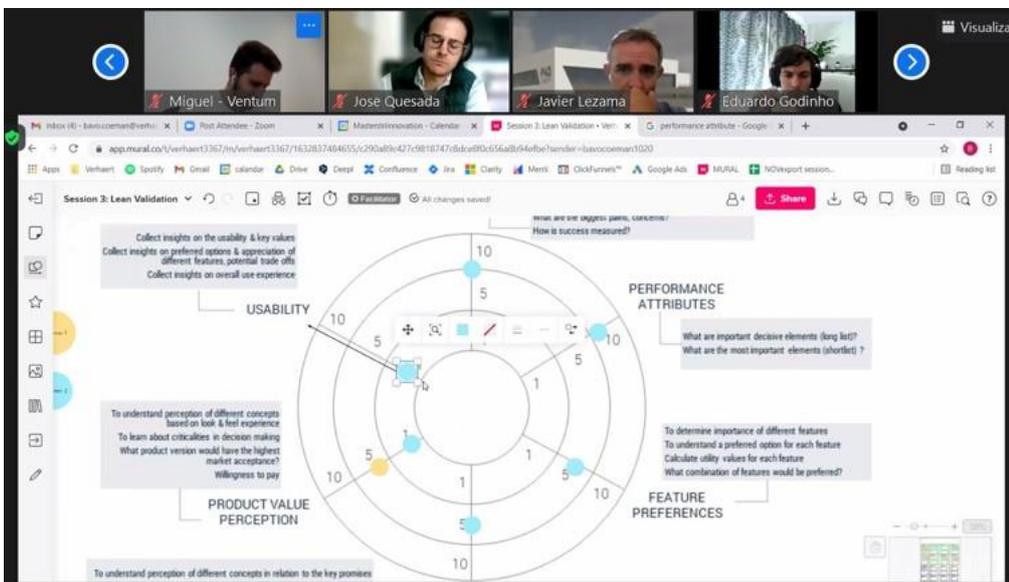


NovExport Newsletter

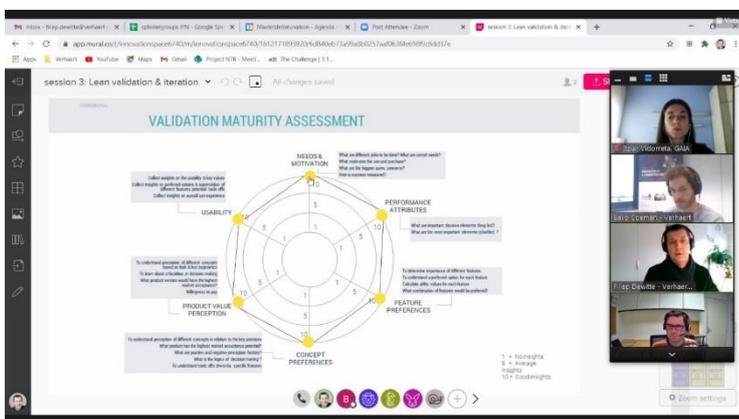
January 2022

Results of NovExport Acceleration Program: 2nd Edition

The NovExport 2nd Acceleration programme took place during the month of September 2021. During 8 sessions, both practical and theoretical, more than 20 SMEs received training and coaching to manage advanced projects and operations to develop better products and services.



Companies from Spain, Portugal and France were selected for the training, the profile and the background were very heterogeneous but all of them had the same objective: improve the innovative aspect of their products and services.



The training was conducted through webinar sessions, focussing on innovation and product development and the sessions were supported by local staff from our six Hubs in France (Montpellier and Bayonne), Spain (Badajoz, Bilbao and Madrid) and Portugal (Coimbra).

Acceleration Program 2nd Edition: VENTUM IDC Experience

From the second edition of the acceleration plan that took place last September, we want to highlight the presence and participation of an innovative start-up, VENTUM (<https://ventumidc.es/>).



Miguel Angel Morales and Santos Salgado participated in all the theoretical and practical sessions, they both explained their product/service and made us feel their enthusiasm and passion for their aim of giving the farmers intelligent and easy-to-use solutions to optimize their production processes

During the sessions, they worked their project Smart Farm, an innovative solution with the aim to make farmers optimize their production processes.

Few days ago, we met with Santos and Miguel and had a little talk.

NovExport: Santos, Miguel Angel, can you explain us what Venum is?

Santos & Miguel Angel: Venum is technological company bringing cutting-edge innovations to the livestock sector, using its extensive experience from the workers' side to create a smooth transition to digitalization and smart farming. Our solutions give the farmers more time and save them money at the same time that it reduces the carbon footprint.

NovExport: How did the Smart Farm project arise? Why is it innovative?

Santos & Miguel Angel: Our service begins from our own need to optimize time and increase peace of mind when taking care of our cattle, increasing their welfare and optimizing the resources. Applying IoT and IA we obtain a full-time surveillance and control of the state of our farm.

NovExport: How did NovExport Acceleration Program helped you?

Santos & Miguel Angel: The acceleration program is helping us to define our value proposal, to focus on our real targets and to validate and optimize our product development path. Also, it puts us in touch with other companies with a similar challenge and gives us different points of views.

NovExport: How have you taken benefit from the tools given during the program?

Santos & Miguel Angel: Implementing some of the agile methodology, helping us to make use of the quick prototyping and validation leading us to choose the most valuable ones.

NovExport: Would you recommend other SMEs participate in a new edition of the acceleration program?

Santos & Miguel Angel: Yes, we would like to encourage to any entrepreneur to participate in the acceleration programs, it gives you new points of view and specially helps you to understand and optimize some parts of the value chain and development process of a product/service.



@Ventumidc



Ventum Innovacion



NovExport International: Export your solution to Latin America



Brazil, Chile, and Mexico offer multiple **opportunities** for innovative solutions in the Agriculture, Environment and Maritime sectors.

The AD'OCC Agency as part of the NovExport project invites you to participate in the informative webinar: "**How to develop your business in Latin America thanks to the NovExport project?** »

When? February 8th, 2022, 15:00h CET.

Will you join us? [Click here to register for the webinar](#)

NovExport general progress meeting in Coimbra



On Thursday 25th of November took place the general progress meeting of the NovExport project in Coimbra (Portugal).

The challenge of the NovExport project is to support SMEs in Southwest Europe in their commercial development towards the Agriculture, Environment and Maritime markets of Latin American countries, while supporting the technological maturation of their services and products through the use of space and digital data and Internet of Things, in order to meet the needs of these export markets.

In this frame, we are already planning the upcoming international development actions for 2022.

After months of telematic meetings due to the pandemic situation, it was a pleasure to be able to hold our progress meeting face to face at the facilities of our partner IPN in Coimbra (Portugal) where we had the opportunity to design together the Go International strategy that NovExport will address in 2022.



Satellite Radar Interferometry Workshop

In the scope of the NovExport project, a Workshop: "SAR Technology for Earth Observation: Ocean, Forest and Ground Monitoring", took place on November 24th, in Coimbra.

This initiative aimed to provide the companies at the NovExport HUB's ecosystem with the main potentialities of SAR Technology for Earth Observation in Ocean, Forest and Ground Monitoring areas.

The event was developed in partnership with ESA Space Solutions PT. It was presented by João Joaquim Moreira (INESC TEC), PhD in Geographical Engineering at the University of Porto, and Professor at UTAD.



Register now and get benefit from more than 300 relevant resources:

NovExport's Virtual Resources Center.

The NovExport project offers an open resource center (<https://crv.novexport-suodoe.eu>), a common dematerialized platform for accessing and sharing data (spatial and digital) providing data processing, training and international market research tools.

Our [Center of Virtual Resources](#) is an evolving and growing dynamic platform that currently has more than 300 publications where you will find:

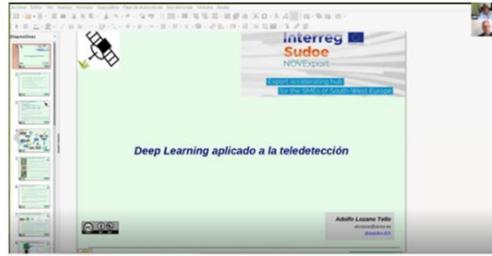
- more than 180 news of relevant topics as innovation, fundings, exports, environment, data, international strategies, etc.
- almost 70 commercial reports ranging from case studies of the use of spatial data to strategy studies and evolution of the agro, environment or maritime sectors
- more than 40 international reports that seek to update the commercial information of the LATAM countries and the impact that the pandemic is taking in them,
- 11 trainings from different fields always within the interest of technological and innovative products and services.

Building our NovExport Community: Animation of the hubs

During the last months, we have been actively working to energize the 6 hubs through events and activities. Connecting with our companies and giving them a real collaboration network has been our objective.

- 35 events (4 interhub)
- More than 550 attendees & More than 150 SMEs
- 1 training





Coming soon....

- Would you like to meet us and our hubs in a tour? Basque Coast... Badajoz... Bilbao... Coimbra... Madrid... Occitania... Don't miss our presentation videos next February!
- Would you like to experience our Go International strategy? New actions, tools and opportunities will be exposed next 8th Feb. Wishing to see you! Register, [here](#).

Follow us!



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