

Welcome to our newsletter issue #3 (September - December 2021)



To learn more about the exciting activity that has taken place over the past months, check out each of the articles below.



The International Exhibition of Agriculture, Agricultural Machinery and Fisheries “SIAMAP” : Transdairy was present

TRANSDAIRY through the Tunisian ICT Living Lab held by “APII” and the “ISTIC” associate partner of this project, organized from 26 to 30 October 2021 a very rich participation program at SIAMAP and labelled it “DAIRY TECH WEEK” in order to promote the project and communicate its objectives, Get closer to the actors of the dairy value chain and listen and understand their problems, promote ICTs as a key factor in developing the dairy value chain and improving its performance . This program was organized jointly with « Tunisian Union of Agriculture and Fisheries - UTAP » and the association of DAIRY CLUB TUNISIA. [Read more](#)



Transdairy emphasizes the importance of ICT for DVC development

The focus group was held on October 27th, 2021. The meeting has started with a presentation of the participants that were: - Farmers - Breeders - Industrial companies - Researchers - support structures. And then, M. Ali GOMRI, has presented TRANSDAIRY and the role that will play the ICT living lab created within this project . Participants was invited to answer the questionnaire on ICT offer and demand that will help to state on the actual situation of TIC in the DAIRY Value Chain and identify what should be developed.

The second part of the meeting was dedicated to listen to the participants as DVC stakeholders. What were their issues and challenges? . [Read more](#)





DairyTech open day to discuss Key Enabling Technologies

As part of the TRANSDAIRY Living Lab activities, Berytech and ELCIM at Industrial Research Institute (IRI) organized The “DairyTech Open Day” that brought together experts, farmers, researchers, business actors and startups to discuss and demonstrate the most promising Key Enabling Technologies (KET) within the DVC. The Dairy Tech Open Day took place on the 2nd of November. During the open day event, participants had the opportunity to attend keynote speech, panel discussions, round tables and success stories presentations. In addition, the event hosted 6 entrepreneurs who joined the first Entrepreneurship formative session and were selected to showcase their innovative solutions in the dairy sector to a bigger audience during the open day.

[Read more](#)



TRANSDAIRY builds capacity of innovators through entrepreneurship training program

As part of the TRANSDAIRY Living Lab activities, a series of Entrepreneurship Training sessions are being implemented by the Industrial Research Institute and Berytech the TRANSDAIRY project partners in Lebanon aiming at building capacity for innovators, entrepreneurs and key enabling technology providers (KET) within the Dairy Value Chain (DVC) sector from 15 to 26 November 2021. The Lebanese partners invited the “Dairy-Preneurs” who have a business idea or project that can contribute to resolving one of the many addressed challenges in the Dairy sector in Lebanon and can contribute to this sector’s innovation and sustainability. [Read more](#)





TRANSDAIRY develops entrepreneurial skills : five formative sessions

The training sessions took place in November and December 2021 and provided feedback and helped improving skills additional to the traditional education process of participants in the field of entrepreneurship and innovation. The training sessions organized by the Italian partner of TRANSDAIRY, Università degli Studi della Campania “Luigi Vanvitelli”, were useful to identify participants’ competences suitable to be improved, such as how to effectively present an idea to clients and investors (pitching).

The screenshot shows a Zoom meeting interface. The main window displays a presentation titled "Timmons Model Of the Entrepreneurial Process". The presentation content includes:

- It considers **opportunities, teams, and resources** as the three critical factors available to an entrepreneur and holds that success depends on the ability of the entrepreneur to **balance** these critical factors.
- The components of the Timmons model are in constant motion, expanding and contracting as the environment and **opportunity change**.
- The two major roles of the **team**, relative to the other critical factors are:
 - removing the ambiguity and **uncertainty** of the opportunity by applying **creativity**;
 - providing **leadership** to manage the available resources in the most effective manner by interacting with **exogenous forces** and the **capital market context** that keeps changing constantly.

The diagram illustrates the Timmons Model with the following components and relationships:

- Opportunity (2)** is connected to **Resources (4)** via **Communication**.
- Opportunity (2)** is connected to **Team (3)** via **Ambiguity** and **Uncertainty**.
- Resources (4)** is connected to **Team (3)** via **Business Plan Fits and gaps** and **Exogenous forces**.
- Team (3)** is connected to **Capital market context** via **Leadership**.
- Founder (1)** is at the base of the model, influencing the **Team (3)**.

The Zoom interface also shows a list of participants on the right, including Antonio Varriale ISA CNR (Guest), Cristofaro Brigida, Domingo (Guest), IOLANDA VENUTI, Marica Merola, ROSA LUISA AMBROSIO (Gue...), and VITTORIA VALLETTA.



Transdairy participate in the Mediterranean Exhibition of animal production, livestock and Agricultural Equipment - PAMED

The fair was the opportunity to meet DVC stakeholders and start up working on the agriculture field. It helped to disseminate TRANSDAIRY project, its goals and its activities, to invite people to visit and subscribe in the collaborative platform of the project, To invite people to answer the questionnaire of offer and demand of TIC in the dairy value chain, To meet strat up and TIC experts that could participate to the project

The ICT Living Lab has also participated as a jury member in the PAMED- INNOVATION, which is a competition, dedicated to start up working on the agriculture field.



TRANSDAIRY emphasizes the importance of the results of research for the development of the dairy value chain

As part of the Transdairy project, ESIM and APIA organized on December 2, 2021 an infoday in the framework of the living lab Bio-nanotechnology activities. This was an excellent opportunity to bring together up to 100 participants from a broad panoply of the DVC and technology transfer sectors. The plenary session formed a broad presentation of TRANSDAIRY successively provided by members of ESIM/APIA. This project framework was followed by a session providing specific research's results on Nano/biotechnology. Research presentations described below, were academic in content and demonstrate theoretical underpinning and innovative solutions. The second session of the info day was reserved for the restitution of the first Focus Group meeting. It focused mainly on the factsheets produced by the various multidisciplinary participants in the dairy value chain (researchers, inter-professional groups, dairy manufacturers, public administrations). Challenges, priorities, expectations and solutions offered by DVC link (production, collection, transformation, marketing) expressed by these committed actors were presented. [Read more](#)



TRANSDAIRY Specialized Training addressing the core challenges of the

As part of the Transdairy Living Lab activities, a specialized training session was implemented aiming at building capacity for innovators and researchers working in the dairy value chain including public authorities and technology transfer Offices, researchers, faculty members, innovators, industrialists, and key enabling technology providers (KET).

The training was given by Dr. Mohamed Al Jaafari, Director of the Intellectual Property Commercialization Office at iPARK, the Royal Scientific Society Via Zoom. 3 modules were given over 6 intensive days, with a minimum of 18 hours of attendance. [Read more](#)



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