



FP7-PEOPLE-2013-IAPP Marie Curie
 Industry-Academia Partnerships and Pathways
 (IAPP)



Final conference under the project
 “Cooperative business and innovative rural development: Synergies between
 commercial and academic partners”

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Pirot, Serbia, 2017



ТРАКИНСКИ УНИВЕРСИТЕТ
 СТАРА ЗАГОРА



Euricse
 European Research Institute on
 Cooperative and Social Enterprises



UCC
 University College Cork, Ireland
 Coláiste na Tríonóide Corcaigh



Cooperative movement worldwide reveals as crucial factor that accumulates the capacity to contribute to various sectoral development , economic growth and social welfare.

Cooperative movement is considered as tool for collection of:

- **sectoral progress**
- **economic, financial and social development**
- **sustainability**

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Even all main actors and conditions of the cooperative movement are well known and analyzed in details, it is evident that a huge **gap exists between** the expected results and determination the **most appropriate ways** of recovery the **collaborative action** between the institutions, government, society and the socio – economic conditions.

The problem gives space for discussions among science, business organizations and both authorities – on regional and national level.

It is mainly oriented in recognition the regulatory mechanism and financial targets which are strongly linked to :

- **Stimulation of the cooperative actions**
- **Transformations of the sector in well –balanced, dynamic and progressive system**

It is collected a massive number of **theoretical knowledge** within the project (structure of the institutions , cooperation between the actors , socio-economic condition, authorities, policy framework etc...).

The analysis intends to built the conceptual framework for better understanding of the **cooperative business** not extracting it from the place of its action and it also has to share the knowledge and the practical experience collected from the participation of the various actors .

The main objectives identifies during the action of the project are summarized :

- **Understanding the key factors of creating a successful business model –political , cultural , historical and economical.../ Harmonization of the key factors in the process of making the business model**
- **To understand the mechanism the cooperative model shows resistance to environment inconveniences – adapting and modifying the capacity potential , formulation of new market strategies , cooperation and enlargement , legislation reforms , mechanism for costs reduction**
- **To understand the synergy between the production and the commercial part in the cooperative (differentiation and specialization functions) as a respond of the market circumstances**
- **To learn the strongest marketing strategies used for market share accumulation**

The main activities in which we were involved to cover the project criteria :

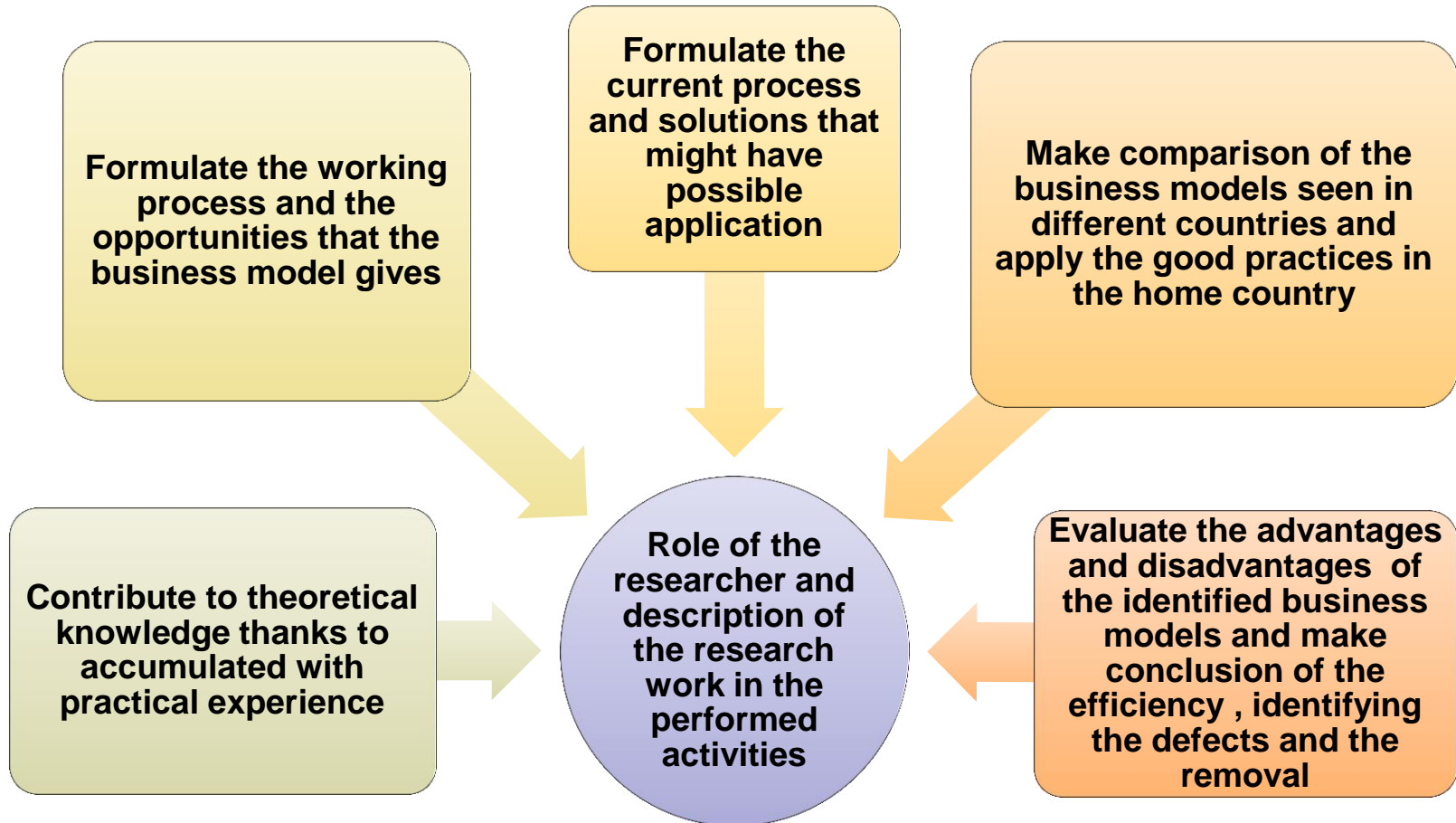
- The **practical experience** as promoter of the practical calls within the project (slide 8)
- The practical experience as **promoter of the dialogue** between business and academia (slide 9)
- Reception of knowledge as instrument for **practical upgrading** (slide 10)

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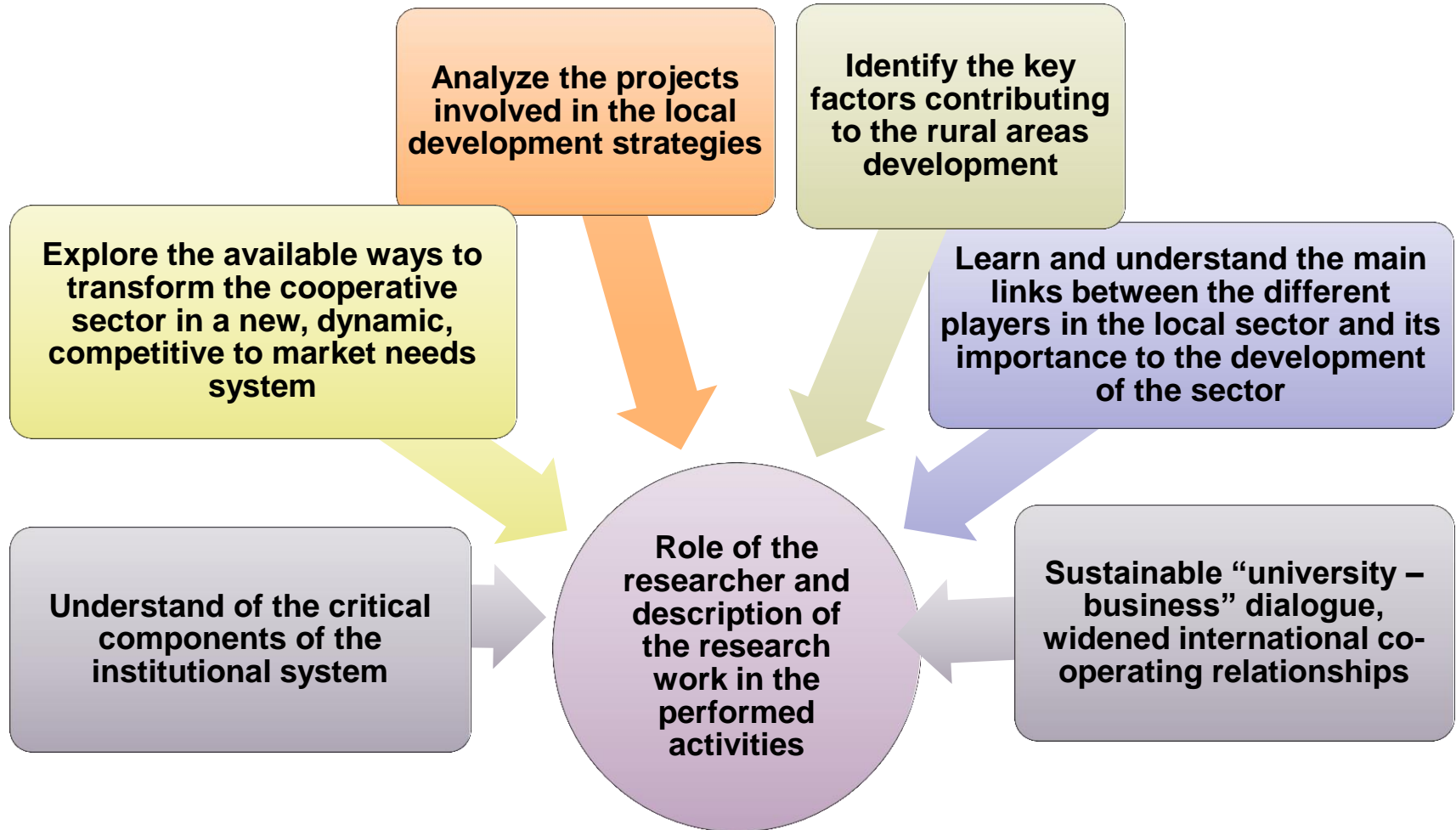
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The roles of the researches within the project recognized as practical:



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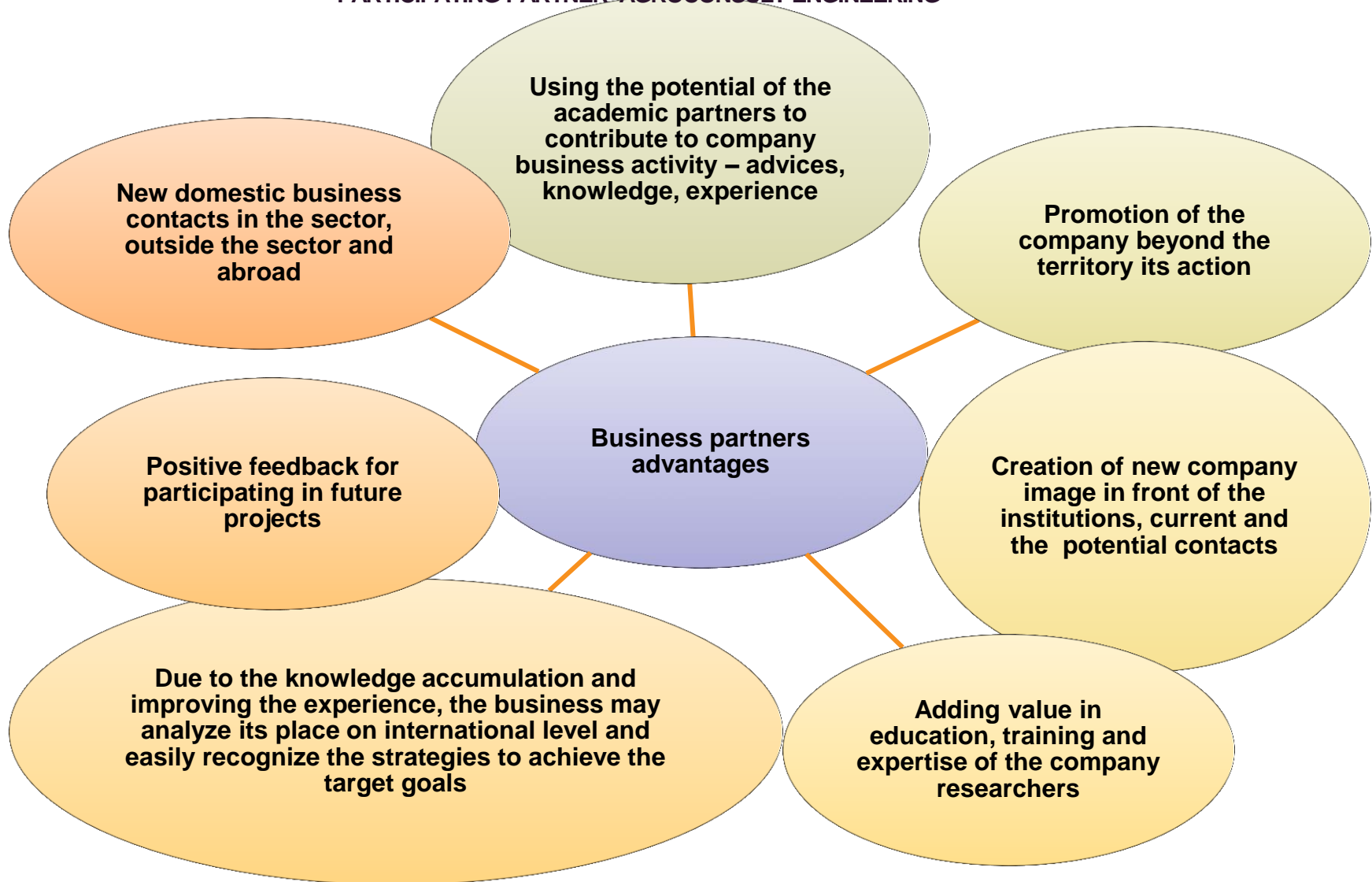
The roles of the researches within the project recognized as communication between business and academia :



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Successful stories:

- **Many ideas are visible thanks to the accumulation of the huge theoretical and practical sources;**
- **Good practices extracted from the dialogue expansion between the institutions and the organizations;**
- **Network creation on national and international level (good connections between the partners evaluate in good relations);**
- **Opportunity for using of the accumulated expertise and its adaptation according to the socio-economic circumstances.**



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THANK YOU!

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