

4.1. A3net Project

This project involves the creation of a virtual platform for the promotion of knowledge transfer between scientists and industry.

One of the most important goals of the ceiA3 is to redirect an important part of R&D&I conducted in our universities towards practical goals that improve the quality of life of consumers. To achieve this aim, it is essential to strengthen and increase ties with agro-industry.

In recent years, a large number of new agrifood technology centres have been created in Andalusia to promote R&D&I in companies by serving as a link between science and industry. However, many of these technology centres are located in peripheral regions, and continue to have a small client base. They are lacking dynamic business strategies and need to innovate.

More importantly, Andalusia is a predominately agricultural region that has yet to develop a system by which to provide added value to the products at the end of the food chain. The potential is enormous as there are a large number and variety of food companies, but few of them are aware of their overall viability.

"A3" has been incorporated into the name of this action to highlight the capacity of the ceiA3 to drive change and reinforce the project as the business-oriented axis of the Campus of Excellence.

The project has two main objectives:

- Promote the excellence and internationalization of scientific production in Andalusia (both universities and technology centres)
- Promote business innovation in Andalusia