

25th of August, joint stakeholder meeting “Product development in cooperation with researchers and scientists.

Aim of the meeting was to promote cooperation among researchers, scientists and entrepreneurs. One of the main challenges still is communication barriers. Entrepreneurs considers that language of scientists and researchers are often too much complicated, while opposite side concludes that needs of SMEs are often too much wage and it is hard to understand exact needs of SMEs. Our conclusion is that both need intermediary, who can help them to understand each other. Important challenge is need to develop and design specific support instruments for agricultural innovations, by taking into account processes of nature.

All participants concluded that this kind of discussions is necessary to improve cooperation and communication among stakeholders and support organizations.