

ACTIVITY PROJECT REPORT

PROJECT PARTNER NAME

PROJECT MANAGER




APII – ICT LL






Ali GOMRI




REPORTING PERIOD




1 March 2022-30 October 2023

PROJECT ACTIVITY DETAILS

ACTIVITY NAME	Training of specialized intermediaries										
START DATE	2 nd May 2023	COMPLETION DATE	5 th May 2023								
DESCRIPTION (up to 10 lines)	<p>The TRANSDAIRY ICT Brokerage & Matchmaking Event in Tunisia: a great opportunity for our start-ups to Connect with dairy value chain leaders and public stakeholders</p> <p>The Event was organised by the Agency of Promotion of Industry and Innovation "APII" within the Mediterranean exhibition of animal production and agricultural products in Tunisia "PAMED" 2023 from 02nd to 5th of Mai 2023. During 4 days many activities, panels and B2B meeting were held.</p> <p>The TRANSDAIRY start-up village: The call for participation was published the 10th of April 2023 https://www.facebook.com/photo/?fbid=264804459476720&set=a.215458877744612</p> <p>25 start-ups applied to participate to the event and 14 were selected based on eligibility and selection criteria.</p> <p>Here they are:</p>										
	<table border="1"> <thead> <tr> <th>Start-up Name</th> <th>Logo</th> <th>CEO</th> <th>Brief description of the project idea</th> </tr> </thead> <tbody> <tr> <td>Elastic-Solutions</td> <td></td> <td>KOUKA Abdelmon am</td> <td>An IA based platform for the detection of dangers (theft, fire, predators, disease...) and real-time alert using artificial intelligence</td> </tr> </tbody> </table>	Start-up Name	Logo	CEO	Brief description of the project idea	Elastic-Solutions		KOUKA Abdelmon am	An IA based platform for the detection of dangers (theft, fire, predators, disease...) and real-time alert using artificial intelligence		
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<p>I-CowCare</p>		<p>HARBAOUI Imen</p>	<p>IoT platforms that can integrate a set of sensors useful for monitoring cow health indicators + a mobile/desktop application that provides a dashboard to the farmer. This dashboard will aim to allow the breeder to visualize the evolution of indicators of interest and assist in the prediction of periods of heat, health problems and poor nutrition.</p>
<p>SL-Cow</p>		<p>ZANNED SAMEH</p>	<p>An intelligent system (based on IoT) that describes a synthesis of the action plan of environmental factors to improve the well-being of dairy cows at all times</p>
<p>COWZY</p>		<p>OUESLATI ONS</p>	<p>A linked system to a mobile application that detects diseases affecting dairy cows</p>
<p>Vashista</p>		<p>OUDERNI Houssem</p>	<p>A system that facilitates for farmers the detection of heat periods and sends alerts.</p>
<p>AGRI NEXT WAVE</p>		<p>BETTOUMI Yathreb</p>	<p>An IoT system for the milk quality control +a digital farm management platform</p>
<p>Smart Farm System</p>		<p>KHLIFI Jihen</p>	<p>A system that comes to control and command the necessary resources to ensure a well-balanced and secure environment according to all</p>

			<p>animal entities and other living species.</p> <p>The system can be controlled remotely without any intervention from a manpower.</p>
<p>Smart Engineering Solutions</p>		<p>AMDOUNI Mayssa et hamza HAMD</p>	<p>Smart milk tank: a connected and intelligent tank that allows small producers to preserve the quality of milk at a temperature of 0 to 4°C and monitor its level.</p> <p>The tank will not only be used for storage, it will also be able to sell stored milk in real time, allowing producers a more efficient way to store and sell their product remotely.</p>
<p>CALCI'EGG</p>		<p>BOUGUER RA Sawssen</p>	<p>Transformation of egg waste into calcium powder which is an indispensable complement for cow feeding with a technological service that is a mobile application that helps breeders for calcium powder dosing</p>
<p>WATERMOO</p>		<p>MEDDEB Firas</p>	<p>A self-cleaning drinker, provides cows with clean water all day long</p>
<p>OPTIMOO</p>		<p>JEBALI RABIAA</p>	<p>It can be challenging to determine the right amount of feed for each cow. Feeding too much or too little can have adverse effects on the cow's health and milk production. By collecting and analyzing data from sensors that measure cow</p>

			weight, activity level, and feed intake, a smart IoT system can determine the optimal amount of feed for each cow.
MILKYWAY		ARFAOUI Rania	A digital milk collection platform Its goal is to connect small-scale milk producers to dairy processors in a transparent and efficient way.
SMART DAIRY CAMEL		ATIGUI Moufida	Optimization of dairy camel breeding conditions and improvement of welfare and productivity conditions by using sensors allowing the prediction of the state of well-being and health of camels in order to avoid the fall in production, the abused use of antibiotics and veterinary treatments, improve breeding conditions and facilitate the work of the farmer.
SMART AGRICULTURE TECHNOLOGIES		JOUNI ANIS	Intelligent dairy cow tracking system





Info sessions & synergies:

The idea was to gather all national and international programs working on agriculture and ICT in Tunisia to create synergies with these programs:

CAP BON INNOV – INNOV & Expertise France

AGRINNOV – IGNITE TUNISIA

FINDINI – SMART CAPITAL

POC IT AGRITECH - GIZ

START UP SKILLS PROGRAM - GIZ

PRIMEA - AFD





Matchmaking:

Networking and matchmaking one to one meetings with Dairy Value Chain actors and the entrepreneurship ecosystem were an opportunity for our start-ups to present their solutions and to conclude future potential collaborations.



Panels and discussions

During the ICT brokerage event, a very rich debate was held on the challenges and opportunities of the dairy value chain in Tunisia in the presence of experts in the field from public stakeholders such as:

- National Institute of Agricultural Research of Tunisia “**INRAT**”
- Livestock and Pasture Office “**OEP**”
- The school of **veterinarians** of Sidi Thabet
- Agricultural Investment Promotion Agency “**APIA**”
- Institute of Arid Regions “**IRA of Medenine**”
- And Interprofessional group for red meat and milk “**GIVLAIT**”

The private DVC actors were also there represented by the **DAIRY CLUB Tunisia** association bringing together:

- Breeders
- Milk collection centers
- Dairy industries

As for ICT as a performance lever of the Dairy Value Chain and agriculture in general, it was interesting to debate the challenges of new technologies in Tunisia in the digital era between IOT, AI, Blockchain and others.

This, without forgetting the importance of intellectual property and the means of commercialization of research results that were exposed by the National Institute for Standards and Intellectual Property “**INNORPI**” and the **PPI4MED** (ENICBC MED Program) project managed by National Agency for Research Promotion “**ANPR**”.

Finally yet importantly, it was very important to mention the valuable contribution of international cooperation projects in the development of the dairy and agriculture value chain in general with the presence of EU program experts.





AGRI WOMEN TECH Challenge

The challenge was defined by the PAMED organizers that were willing to prize women working on ICT solutions dedicated for the agriculture field.

8 women participating to the TRANSDAIRY brokerage event pitched in front of a jury and 2 of them has won the prize which was 5000DT (eq.1500€):

- Ms. BETTOUMI Yathreb – CEO of AGRI NEXT WAVE
- Ms. OUESLATI Ons – CEO of COWZY





Ceremony for TRANSDAIRY vouchers winners

- **4 vouchers of 1500€** each awarded 4 start-ups for the communication on their innovative solutions:

- * I COW CARE by Imen Harbaoui, Rabiaa Youssef and Naceur M'hammdi
- * EL VACHE by Ahmed and Yasmine Bouakroucha
- * CAMPI TECHNOLOGIES by Mohamed Amine Ben Salem
- * HAYAT TECHNOLOGY by Mohamed Kharrat

- **4 vouchers of 4000€** each awarded 4 start-ups for the demonstration in real conditions of their solutions (prototyping):

- * ELASTIC SOLUTIONS by Abdelmonem Kouka
- * COWZY by Ons Oueslati
- * AGRI NEXT WAVE by Yathreb Bettoumi
- * DIGITAL SMART ENGINEERING SOLUTIONS by Mayssa Amdouni and Hamza Hamdi

- **2 vouchers of 8000€** each awarded 2 start-ups for the co-development of international patents:

- CYCLONE IT by Kawther Setthom
- I COW CARE by Imen Harbaoui, Rabaa Youssef and Naceur M'hammdi

- **3 vouchers of 10000€** each awarded 3 Start-ups for the creation of spin-offs:

- * SKYTECH TN by Chedly Hafien
- * I COW CARE by Imen Harbaoui, Rabaa Youssef and Naceur M'hammdi
- * DIGITAL SMART ENGINEERING SOLUTIONS by Mayssa Amdouni and Hamza Hamdi

This ceremony, which took place on May 4th, crowned a hard work of 2 years by the team of the TRANSDAIRY project of APII covering training and assistance of the holders of innovative projects owners. These winners will also be assisted to achieve their goals and promote their solutions.



Visit of the ERROUKI farm in Menzel Temim –Tunisia

The last day of the ICT brokerage event by APII was dedicated to visit the ERROUKI farm. Our TRANSDAIRY candidates had then the opportunity to demonstrate in real conditions their solutions.



Highlights of the ICT Brokerage Event by APII

- Visit of the Minister of Agriculture to the exhibition space of TRANSDAIRY ICT Brokerage & Matchmaking event .The Minister had the opportunity to discover the innovative solutions proposed by our start-ups dedicated to the dairy value chain and praised the important role played by the TRANSDAIRY project and APII in the training and coaching of these young entrepreneurs.
- Visit of the former Minister of Industry to the exhibition space of TRANSDAIRY ICT Brokerage & Matchmaking event. The former minister also discussed with our start-ups and encouraged them to keep on going to develop the agriculture & industry sector in Tunisia
- Coverage of the TV program "Essania" with means "the farm" in English, an agriculture specialized TV program, to the participation of APII in PAMED by the organization of the ICT brokerage & matchmaking event.

During the program, Mr. Gomri, coordinator of TRANSDAIRY, presented the project and the role played by APII through the project for the training, coaching and support of the of innovative projects in the field of ICT dedicated to the dairy value chain in order to enable them to manufacture their prototype, patent their solutions and create their spin-offs.





**SPEAKERS/O
RGANIZERS**

APII – ICT LL

**NUMBER of
ATTENDEES
(and names
if possible)**

3000

**LINK TO THE
NEWS
POSTED ON
ENI CBC
MED
website**

<https://www.enicbcmed.eu/transdairy-ict-brokerage-matchmaking-event-tunisia-connects-start-ups-dairy-value-chain-leaders>

<https://www.enicbcmed.eu/transdairy-tunisia-sparked-vibrant-debate-tunisias-dairy-value-chain>

<https://www.enicbcmed.eu/fr/transdairy-dynamise-linnovation-dans-la-chaine-de-valeur-laitiere-en-tunisie>

**LINKS TO
websites
WHERE THE
NEWS HAS
BEEN
UPLOADED**

<https://www.facebook.com/photo/?fbid=283032870987212&set=a.215458874411279>

<https://www.facebook.com/Transdairyproject/posts/pfbid05qPC8CGCTZUBVgsqTNKkET4aZvXBEWXwAoZjBKDd4dxgPzoNE5g83Xz2snVqr4ppI>

<https://www.youtube.com/watch?v=mtNJfEVHQIM>

<https://www.facebook.com/APIInfos/videos/1401837907308987>

<https://www.facebook.com/photo/?fbid=622176006622158&set=a.251762270330202>

<https://www.facebook.com/APIInfos/posts/pfbid02qFmU8VYwEFtDUeTcMefv7R49r6ZzHRJfYVGEtFgf7T16se51La8FCbGfWRMSwZQKI>

<https://www.facebook.com/APIInfos/posts/pfbid0ySqEoKYj4p9kQw2mZi7h8CStsmUDwDNHSUzudcRF6amZcdTrGiU6SozVnKoTX6rJI>

<https://www.facebook.com/APIInfos/posts/pfbid02K6sotyE4KKYia4vEgneynTaWbjA1C5pWqmLtoPUmzZaTR9xRyAkBeRVfGDQ2qUL5I>

<https://www.facebook.com/APIInfos/posts/pfbid033W4zTQi1WCoXTjyijkWRdpVEaqo6Dq33pEtQopghfdk4p799WvH8PrinVnYn87EymI>

<https://www.facebook.com/APIInfos/posts/pfbid02VDLN84WhpiwZa1LSwGdebr7S2GKou2ih4ceVnBdYS8kvXvjd2xBHyLy6iE2XTjaI>

<https://fb.watch/ouQzteW4RO/>

<https://fb.watch/ouQDT04Q8p/>

	<p>https://fb.watch/ouQHK3OqI7/</p> <p>https://www.facebook.com/photo/?fbid=748315986790457&set=a.694372748851448</p> <p>https://www.facebook.com/events20/posts/pfbid02apLvnSF6VRv7EKj6iG4NPJq1HG9eHNmBLAx A7E3xH94ifbX1UN5MHTMUi8j9aSjU/</p> <p>https://fb.watch/ouR2dMW0hh/</p> <p>https://www.facebook.com/Level1Hub/posts/pfbid0aEi2v13a9P4DemkKTFvkjUQ2ZKtERPXdJWL zeGfSiBcXyryy89Qh4Ezggdx1xrl</p> <p>https://fb.watch/ouR4lVJ1tW/</p> <p>https://www.facebook.com/APllinfos/posts/pfbid02qFmU8VYwEFtDUeTcMefv7R49r6ZzHRJfYVGE fGf7T16se51La8FCbGfWRMSwZQKI</p> <p>https://www.facebook.com/permalink.php?story_fbid=pfbid033MDwtEDN9MbNTg6sha7wagHegKoNcwVK8RcrK2RLxHkcyK4JeFKvm8q7foPH1mr8l&id=100076134870175</p> <p>https://fb.watch/ouR9GUWU_U/</p> <p>https://fb.watch/ouRdglkbNf/</p>
ATTACH AT LEAST ONE PHOTO OF THE ACTIVITY	
COMMENTS	
EXISTENT ISSUES TO OVERCOME	