



INOVAÇÃO TECNOLOGIA COMPETITIVIDADE

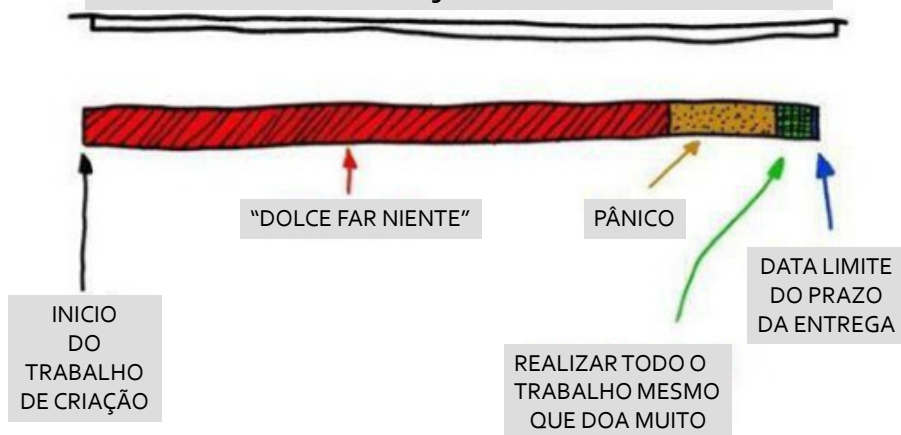
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 UNIVERSIDADE DE ÉVORA

 AGROINSIDER

 ICRAM
Instituto de Ciências Agrárias e Ambientais Mediterrâneas

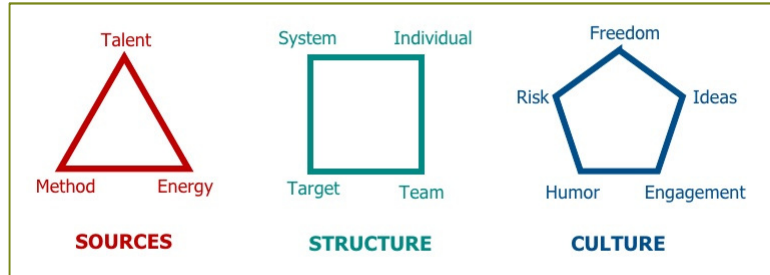
A ARTE DA INOVAÇÃO À MODA LATINA



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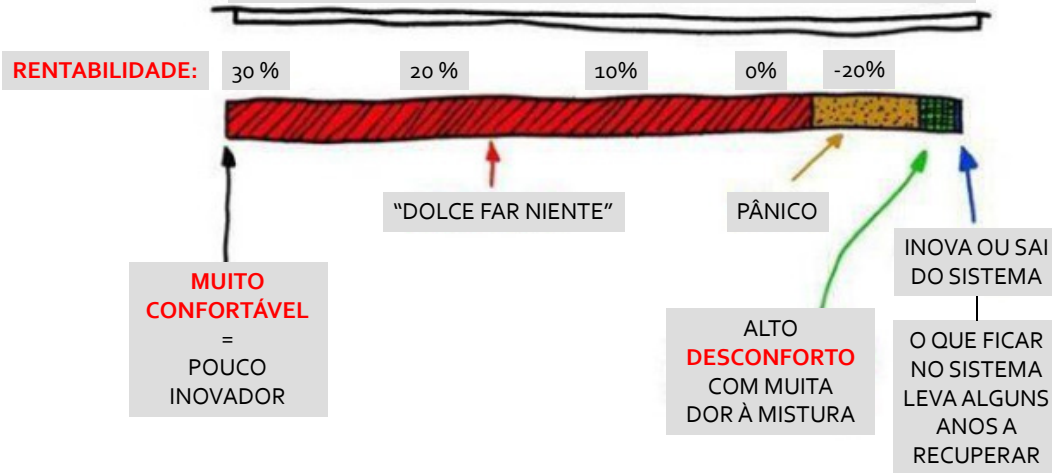
The Art of Innovation



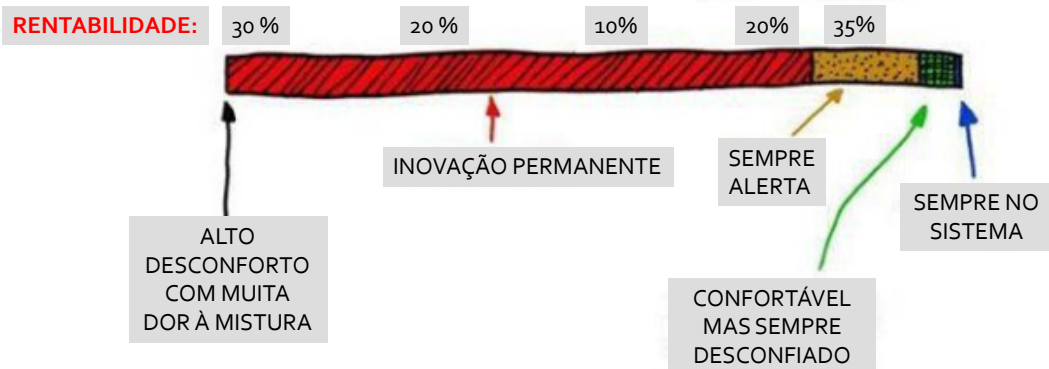
Twelve innovation drivers organized in three categories

The-Art-of-Innovation-by-Dimis-Michaelides

A ARTE DA INOVAÇÃO À MODA LATINA



A ARTE DA INOVAÇÃO À MODA **NÃO** LATINA



INOVAÇÃO TECNOLOGIA COMPETITIVIDADE



AG TECH: 80+ TECHNOLOGY COMPANIES CHANGING THE FARM

FARM MANAGEMENT SOFTWARE
 SCOUT24, Granular, Agworld, AgriQuest, FarmLogs, AgriWebb, ONFARM

PRECISION AGRICULTURE AND PREDICTIVE ANALYTICS
 Strider, GAMAYA, agriyst, CropMetrics, adapt-N, FARMERS, bovcontrol, CropZilla, MyAgData.com, AGRALOGICS, prospero, aWhere

NEXT GEN FARMS
 FREIGHT FARMS, FRESH FARM, BRIGHT FARMS, AeroFarms, GREEN SENSE FARMS, BOTRAM

ANIMAL DATA
 AAD, Farmnote, Mastiline, TL Biolabs, Connecterra

SMART IRRIGATION
 HydroBio, HORTAU, Sprinkl, SMART FARM, FlowWorx, HydroPoint, cropx, AquaSpy, EDYN

MARKETPLACES
 AgroStar, Agreconomy, LA BOCHE, Aggigator, EM3, YAGRO

ROBOTICS AND DRONES
 mavix, BLUE RIVER, LEADING EDGE, TERRAION, FARMABOT, AIRWOOD, SKYCISIXN, FARMER, FISSON, BAPTOR

SENSORS
 Centaur, SPENSA, ambert, pycno, Acuity Agriculture, FARMOBILE, PHYTECH, flux, SMART YIELDS, semios, grownetics, ambert, naturas, ARABLE, Field+

CBINSIGHTS

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"TECHNOLOGY HASN'T SAVED ME ANY MONEY.
I'M NOW SUPPORTING THOSE
RELATIVES OF MINE THEY REPLACED."

ECONÓMICA

AMBIENTAL (?)

SOCIAL (?)

JURIDICA (?)

ATENÇÃO!!!!

O QUE NÃO ERA COMPETITIVO PODE VOLTAR A SER!

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www.glasbergen.com



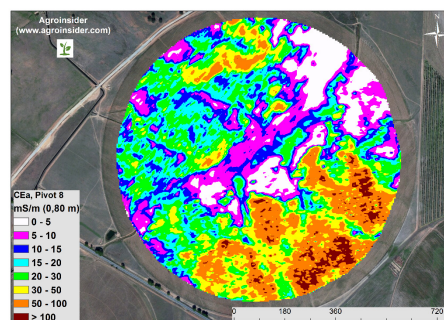
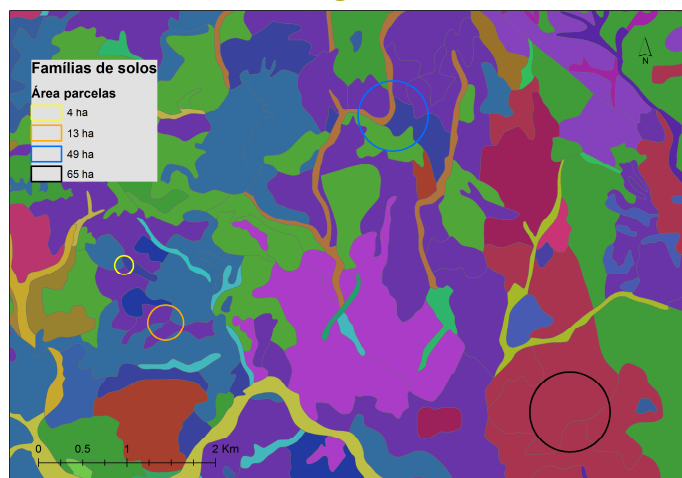
"I'm taking an innovative approach to teaching this semester. I'm using books!"

EXEMPLOS DE INOVAÇÃO, TECNOLOGIA E COMPETIVIDADE EM **PORTUGAL** NO MUNDO AGROPECUÁRIO



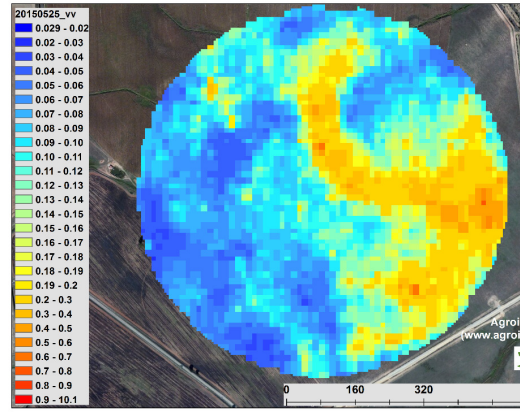
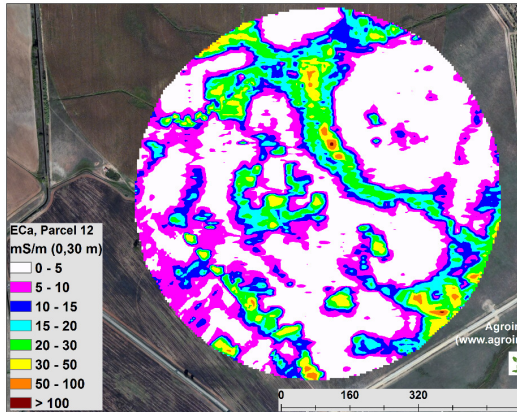
SOLO, ÁGUA, PLANTA

Sensores geoeletricos



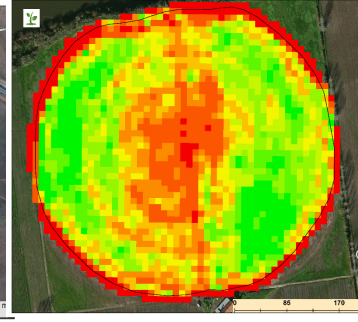
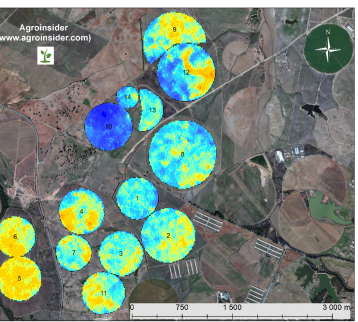
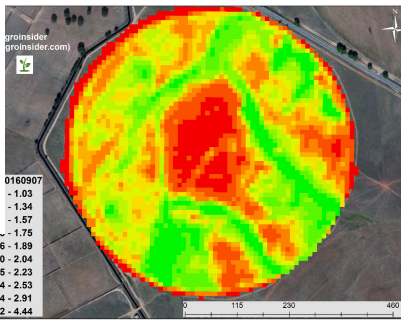
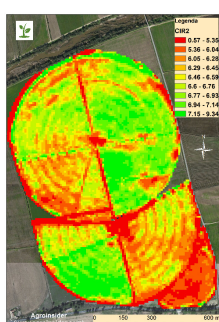
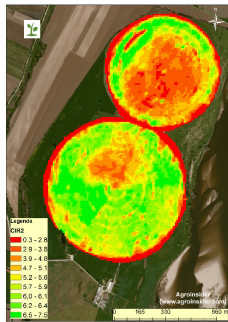
SOLO, ÁGUA, PLANTA

Sensores geoeletricos e sensores remotos



SOLO, ÁGUA, PLANTA

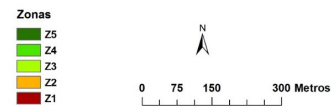
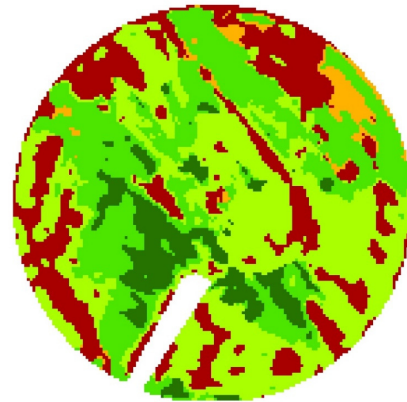
Sensores remotos



SOLO, ÁGUA, PLANTA

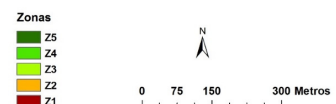
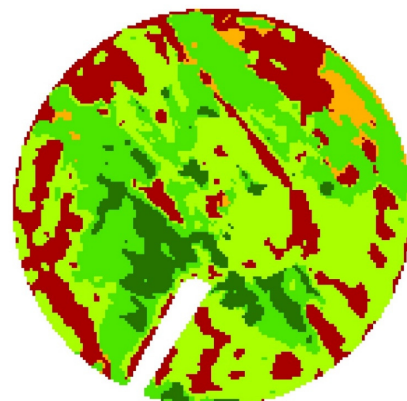
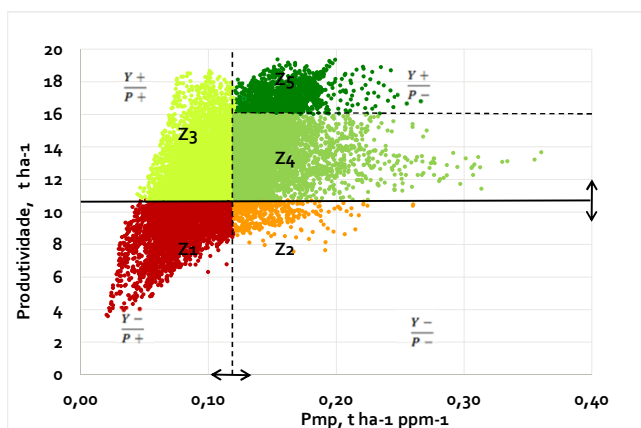
Sensores de rendimento
? Inovação, tecnologia, competitividade ?
 - Dados = Grandes volumes de lixo -

Informação **valiosa** e que ninguém leva muito a sério;
 Porquê? - Informação diferente de ano para ano;
 Qualidade da informação - Informação desperdiçada;
 Os mapas PDF nem sempre representam a realidade.



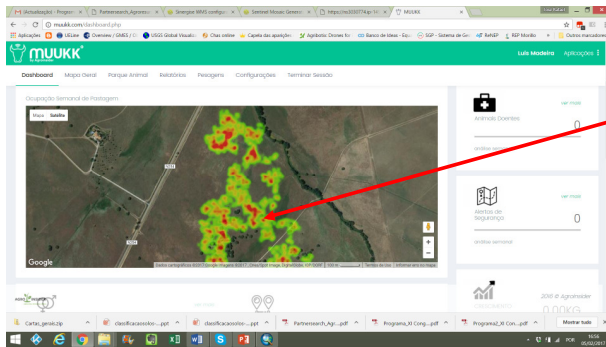
SOLO, ÁGUA, PLANTA

Grandes volumes de dados - Big Data Analytics



SOLO, ÁGUA, PLANTA, ANIMAIS, PESSOAS, OBJECTOS

Sensores, IoT



AGRO INSIDER VACAS na NET
AGRICULTURE, TECHNOLOGY, SCIENCE



GRANDES QUESTÕES!

A - Num mundo onde a inovação é o estímulo para o avanço da sociedade quando foi a última vez que introduziu processos inovadores na gestão da sua empresa?

B – Posso-me proteger contra o avanço da tecnologia? Questões jurídicas? Questões sociais?

C – Aonde é que se formam inovadores? Nas atuais escolas e universidades?



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