

press release

29 July 2020

**On July 30, from 19.00, at CIHEAM Bari,
closing ceremony of the Advanced Training Course
for Innovation Broker with the Director of
CIHEAM BARI and
the Rector of University of Bari**

The first Advanced Training Course for Innovation Broker ever held in Italy will be closed next Thursday, 30 July, at CIHEAM Bari.

The main task of an innovation broker is to bring farms closer to research and innovation, while keeping up with times, remaining on the market and being competitive.

The innovation broker is a new professional profile, called for by the forthcoming regional (RDP and ROP), national (NOP) and international programmes to facilitate cooperation for innovation between enterprises and research organisations, by applying the European Innovation Partnership (EIP) approach to all measures intended to foster cooperation between enterprises and the knowledge system.

Thanks to the Advanced Training Course for Innovation Broker, the twenty participants could develop competences to build partnerships, understand business innovation needs, identify skills, propose solutions and develop negotiation capacity.

Promoted by CIHEAM Bari (Centre International de Hautes Etudes Agronomiques Méditerranéennes) and the Centre of Excellence for Innovation and Creativity - University of Bari Aldo Moro, this course, is part of FILA Project - Strengthening and empowering of cross-border innovation networks through Fertilization Innovation Labs in Agro-food for improving the connection between research and SMEs (EIP approach).

FILA, funded under the INTERREG IPA CBC Italy-Albania-Montenegro programme, and coordinated by CIHEAM Bari, aims to establish a cross-border innovation ecosystem so as to strengthen the link between business and research and facilitate innovation of small enterprises in the agri-food sector.

The role of the innovation broker in agriculture has been officially recognised by the European Union. In the agri-food sector, innovation is a key factor to take on major challenges such as increasing productivity, efficiency and sustainability.

The Diploma Award ceremony will take place at CIHEAM Bari, starting at 19.00.

The twenty innovation brokers who attended the first advanced training course in Italy, will be awarded their diploma by Maurizio Raeli, director of CIHEAM Bari, Stefano Bronzini, Rector of the University of Bari, Teodoro Miano, Rector's delegate to Internationalisation and vice-president of CIHEAM, Gianluigi De Gennaro, president of the Centre of Excellence for Innovation and Creativity - University of Bari Aldo Moro, Damiano Petruzzella, Course scientific coordinator for CIHEAM Bari. A representative of the joint secretariat of the INTERREG IPA CBC Italy-Albania-Montenegro programme will also take part in the ceremony.

Prior to the closing ceremony, a session will be held to discuss the participants' 'project works' and the related innovative approaches in knowledge transfer aimed at strengthening cooperation between enterprises and research bodies.

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