

## CASE STUDY



# DEVELOPING UK-LATAM INTERNATIONAL SMART FARM INNOVATION ECOSYSTEMS

### Services

Connect

Deliver

### Markets

Argentina

Brazil

UK

### Domains

Digital & Agritech



## AgriTIERRA ask

To lead stakeholder engagement, market analysis, and delegation exchanges across target LATAM countries, delivering strategic insights, collaboration roadmaps, and dissemination activities that will position UK agri-tech solutions for successful market entry, adoption, and long-term partnerships, particularly in Argentina and Brazil.

## Client requirements

- **Market & Ecosystem Analysis:** Engage stakeholders to identify agri-tech needs, map local ecosystems, evaluate trade conditions, and assess innovation readiness for UK engagement.
- **Delegation Exchange:** Lead UK-LATAM visits to explore markets, link R&D to commercial prospects, foster local adoption, and build supply chain links.
- **Collaboration Strategy:** Develop UK-LATAM agri-tech plans, including smart farm initiatives in Argentina and Brazil, identifying key enablers and barriers.
- **Dissemination & Engagement:** Share outcomes through case studies, events, and a UK session to drive interest and participation.



## Impact

- **£100k** of UK government funding secured to undertake the first phase of the project in Arg/ Bra.
- Secured support of **2 leading ecosystem partners** - Embrapa & CREA.
- Organised 4 2-week delegations for 12 UK/ Arg/ Bra start-ups to engage over **140 stakeholders**
- Project successfully delivered & Phase 2 submission developed with **strategic regional funders**.

## Opinion

"Mark & AgriTIERRA have been working with Embrapa for several years now & have been central to our relationship with the British Embassy in Brazil. AgriTIERRA were essential to the success of this project providing excellent leadership, strategic direction, & knowledge to the work. They bring a highly collaborative, open, & professional approach."

**Janaina Tanure**, Head of Innovation and Technology Transfer, Embrapa Environment

