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<http://www.agromobile.it>

Bilateral Meetings

- 02:00 pm - 06:30 pm

Description

Agromobile is a project that aims at promoting Sicily and its specialties. It is dedicated to all those people who love not only visiting well known places, but also discovering unusual routes. Agromobile promotes original itineraries which were thought to link enogastronomic specialties, its production areas and the surrounding villages, with their great landscapes and their historical and artistic heritage. The 'taste' is the element on which these routes are focused. It will make you discover ancient towns, hidden artistic treasures and amazing views, after tasting the specialty you have chosen and learning about its production stages. Agromobile promotes the productivity and beauty of this land- from the point of view of both artisan expertise and tourism - which are the main elements that make Sicily such a vivid region. Agromobile is a project that aims at promoting Sicily and its specialties. It is dedicated to all those people who love not only visiting well known places, but also discovering unusual routes. Our mission consists of matching two different kind of tourists needs: - Wine and food tourism, concerning traditional recipes tasting tours; - Cultural tourism, for those who travel to find out historical and artistic value of hidden hamlets and small villages. The idea is for those who want to discover Sicily through unconventional itineraries and specific routes. The project creates the opportunity to find several wine-and-food itineraries, based on the geographic sicilian area where products are located and where information about their production cycle is available, with the mainly purpose of letting artistic, cultural and especially agro industrial peculiarities of this charming italian region be well known.

Organization Type

SMEs

Areas of Activities

Agro-food manufacturing

Tourism

Business Offer

Agromobile - Promoting FOOD & WINE TOURISM in SICILY, based on experiences

Agromobile is a territorial marketing website and mobile project that aims at promoting agro industrial specificities,

made in Sicily.

Our mission consists of in matching two different kinds of needs about wine and food tourism and cultural tourism, through unconventional itineraries and specific routes.

Agromobile is a unique startup of its kind. The lack of transparency and organization in the data on the web about Sicily is the reason why our startup has the possibility to arise as the sole influential map of the region: a source of precious, verified, certain and up-to-date information to the tourist.

In addition, through the creation of wine-and-food tours in partnership with agri-food companies and relative opportunities of exchanges and on-the-ground experiences, it aspires to be a window to let all the interested companies be visible and get close to the consumer, thanks to emotional events to taste and know the products.

Agromobile explains the manufacturing processes and the territories using storytelling, especially the visual channels. Thanks to the use of social networks, it tells stories, it shows images and proposes sensations with the goal of attracting the consumer and let them create positive memories connected to the experience.

Our mission consists in matching two different kinds of tourists needs:

- Wine and food tourism, concerning traditional recipes and tasting tours;
- Cultural tourism, for those who travel to find out the historical and artistic value of hidden hamlets and small villages.

The idea is for those who want to discover Sicily through unconventional itineraries and specific routes.

The project creates the opportunity to find several wine-and-food itineraries, based on the geographic Sicilian areas where products are located and where information about their production cycle is available: the main purpose is to let artistic, cultural and especially agro industrial peculiarities of this charming Italian region become well known.

In addition, the agricultural and agro-food companies we work with to create the tours are usually small-medium sized companies that do not have the economic resources to create a marketing or a communication planning. Agromobile solves this problem by providing a service of business promotion and product promotion through the storytelling and through the inclusion of these companies in our touristic services at a low price. This is possible by exploiting the economies of scale associated to the services we use.

The intent of cooperation put in place by Agromobile consists in offering a series of tourism services related to the wine-and-food excellences, and so connecting the tourism field with the agribusiness system.

To tell a story about Made in Italy excellences, or in this case Made in Sicily excellences, in order to divulge the quality and genuineness coming from a heritage connected to biodiversity and to associate it to the touristic discovery of the Sicilian places of high historical, naturalistic and cultural value: this is our proposal of collaboration in order to promote:

- the incoming in Sicily and the creation of touristic services in a high potential region for tourism;
- the promotion and the trade of high quality products in a context rich in significance and emotions related to a "story".

Keywords: food tourism social innovation agrifood mobile web routes wine data agromobile

Cooperation Offered

1. Outsourcing co-operation