



KEYNOTE SPEAKER

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AGRICULTURE 4.0 AND RURAL DEVELOPMENT

Digital entrepreneurship in rural areas

Key Issues

- Infrastructure
- Skills & knowledge
- Business support available in rural areas
- Ambition?



Skills & Knowledge



- Technology solutions – outstripping skills and confidence
- Upskilling and training needs to be a long-term strategy with continuous access
- Not just about websites & social media: eg cloud accounting; CRM systems; integration of data etc
- Role of digital rural hubs – importance of social interaction



Business Support



- Tends to be transactional, short-term and too centralised
- Quality of business advisors – lack of digital knowledge
- But more opportunities than challenges?
- Demographic change; peer support & learning models; new sectors
- Role of young people in rural areas



Ambition?



- Most rural businesses want to grow – but at their own pace
- Creativity and innovation – doesn't always fit traditional definitions
- Governments and corporates need to adopt 'Outside –In principles'
- Role of community-led initiatives

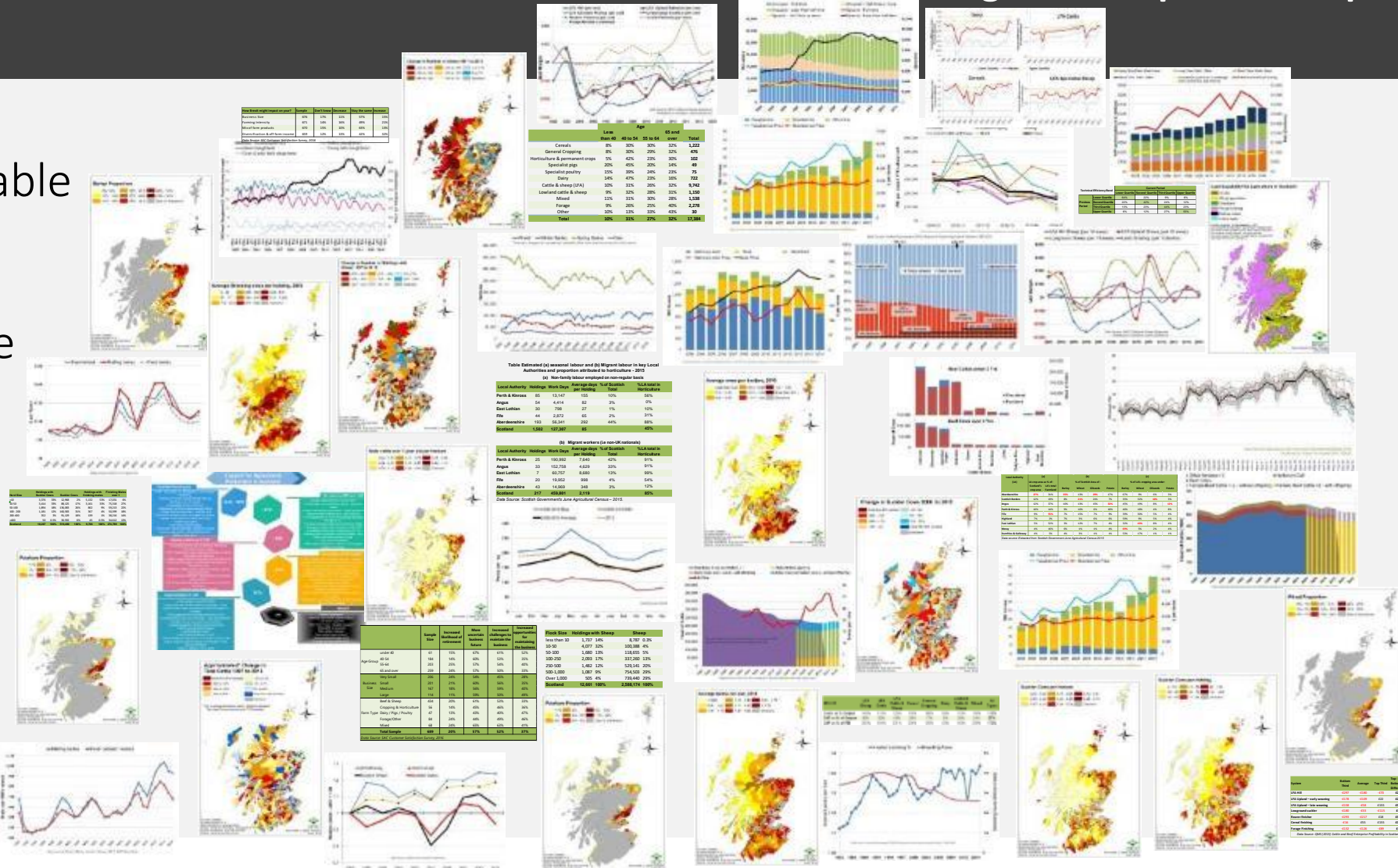


Case Study

- Molke – textiles business, manufacturing breast-feeding bras and other clothing
- Based in rural Perthshire, Scotland
- Selling world-wide
- >8000 hits daily on website
- Social media; crowdfunding platform; CRM



Data available
on the
Scottish
Agriculture
Sector



Data available on the Scottish Agriculture Sector

Impact of Digital on Diversity & Inclusion



'The impact of digital technologies on the business world? We ain't seen nothin' yet. The innovations and disruptions of the past ten years have been nothing but astonishing, but they're just the warm-up acts for what's to come.'



Leading Technology: Turning Technology into Business Transformation

Westerman, Bonnet, McAfee (2014)

