



Kubota, Japanese world leader in agricultural machinery, joins French cluster Inno'vin to address the major challenges posed by viticulture automation in the country.

On June 29th, 2021 Kubota Corporation officially joined the 170 members of Inno'vin, one of the leading clusters in Europe dedicated to viticulture innovation. This partnership will allow the both organizations to work together to identify and respond to the current challenges faced by the wine sector, including labor shortage and issues related to sustainable agriculture development.



Picture, from left to right: Gilles Brianceau, Director of Inno'vin cluster; Dominique Trioné, President of Inno'vin cluster; and Hervé Gérard-Biard, VP Business Development Kubota Holding Europe.

Thanks to the various actions carried out by the Inno'vin cluster, Kubota will be able to access an ecosystem of high-tech startups in vineyard automation and boost new collaborations, such as pilots and proof of concept projects to deliver integrated solutions with cluster's members, or directly invest in companies.

In recent years, labor shortages have become a global problem, especially in vineyards, which involve intensive labour and are currently in need of skilled and non-skilled workforce. "Through its membership in Inno'vin cluster, Kubota aims to find partners and start-ups that might have an impact on farmers' sustainability, profitability and well-being. We are also looking into the possibility of establishing innovation projects with cluster members experiencing cultivation issues, which will



allow for technology transfers.” - says Daria Batukhtina, Business Development Manager at Kubota Innovation Center Europe.

Kubota has a proven history of providing farmers with efficient and reliable agricultural machinery. However, the global economy is undergoing a major transformation, particularly in the areas of food, water, and the environment, exactly the ones in which Kubota operates. “ In the next 10 years we will see major changes in this area, and we definitely need to keep up with the pace of the market regarding sales and services. In order to respond to this, it is necessary to shift the business from product sales to providing comprehensive solutions. Through this cooperation, and by means of potential further investments in start-ups within the wine industry, we aim to provide a comprehensive solution for vine growing.” – says Hervé Gérard-Biard, VP Business Development Kubota Corporation.

The European Union is the world's largest wine producer. There are around 2.5 million wine growers and 3.2 million hectares of vineyards in the EU. From robots and drones designed to help winemakers get the best out of their vineyards, to consumer-oriented apps, the wine industry is already taking advantage of new technologies. In areas such as wine growing and harvesting, in which mechanisation has not yet been fully implemented, Kubota is already collaborating with start-ups that rely on advanced technologies to provide a connected service that anticipates the issues that farmers will be facing in the not too distant future. This is one of the ways in which Kubota is making steady progress towards the future of farming in the wine industry.

“Innovation is achieved through different synergies: between people, between areas of activity, and between technologies. All of them share a common focus on farmers’ needs. In this regard, Inno'vin makes every effort to ensure that these activities are carried out efficiently. We are glad to have Kubota among our members and closely working with players within the ecosystem!” – says Gilles Brianceau, Director of Inno'vin cluster.

“We had already started our efforts to optimise vineyards and production processes, whilst gaining a better understanding of the most recent customer needs and demands through Inno'vin cluster. We know that there are many partners throughout the world with advanced technologies that will have a huge impact on society in the future. We are looking forward to lead the way toward innovation in the wine industry with the help of Inno'vin” –concluded Daria Batukhtina, Business Development Manager at Kubota Innovation Center Europe.

Kubota will combine its expertise and technology with that of other leading high-tech providers to pave the way for further development of solutions and businesses that will address any issues that may arise.

About Kubota

Kubota has been a leading manufacturer of agricultural, turf and construction equipment and Industrial Engines since 1890. With world Headquarters in Osaka Japan, and offices in more than 120 countries, and with over 41,000 employees throughout North America, Europe and Asia, Kubota achieved revenues in 2020 of \$17.3 billion. Although agricultural equipment is Kubota's primary line of products, Kubota also produces a diverse portfolio of other products including city wide water filtration systems, irrigation, piping, roofing, housing and large underground valves.



Our Mission

Our mission, “For Earth, For Life,” speaks of our commitment to the preservation of the Earth’s natural environment while aiding the production of food and water supplies that are vital to societal needs as our world population continues to grow. That mission is realized each time a Kubota tractor harvests the land to produce life-sustaining food or our construction equipment excavates to transport water resources or provide shelter. For more information on Kubota, please visit www.kubota-global.net or www.kubota-eu.com.

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About Inno'vin

Inno'vin is the French wine & vine cluster, located in Bordeaux and Cognac. It now brings together more than 170 companies (producers, traders and suppliers), research centers and institutions.

Within the network, Inno'vin's members have access to project support, events and services that facilitate openness and new ideas. Startups, winemakers and cognac producers, labs, and groups such as Kubota alltogether bring a unique expertise in the wine & vine industry and Inno'vin facilitates those links.

Since its creation in 2010, Inno'vin has successfully supported more than 100 innovation projects, covering all the wine value-chain, from vine to market, which represent nearly 40 million euros of investment in R&D in the wine and vine sector.

More information : www.innovin.fr



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