



VINITECH  
SIFEL

LE SALON MONDIAL

innovin  
COGNAC+  
BORDEAUX  
...NOUVELLE AQUITAINE

EXPORT CLUB

innovin  
COGNAC+  
BORDEAUX  
...NOUVELLE AQUITAINE

13 INNOVATIVE  
COMPANIES  
READY TO COME  
TO YOU

## EXPERT SOLUTIONS FOR THE INTERNATIONAL MARKET

Bordeaux wine and Cognac are internationally recognized for their legendary appellations and their prestigious brands and châteaux.

This image of quality is also seized by the suppliers of the wine industry. These companies are introducing their know-how and innovative solutions to winemakers around the world, helping to make the entire global wine industry more competitive.



# THE CLUSTER INNO'VIN



**Inno'vin is the French Wine Innovation Cluster**, bringing together the players in the wine innovation ecosystem:

- PRODUCERS AND TRADERS express their needs and issues;
- SUPPLIERS of goods and services offer innovative solutions;
- LABORATORIES AND RESEARCH CENTERS bring knowledge and expertise;
- INSTITUTIONS provide funding for projects.

**Inno'vin intends to foster the competitiveness of companies**, and consequently to contribute to the development of the wine industry.

Inno'vin has **three key missions** to serve these strategic objectives:

- **Project engineering**: to support the development of innovative and collaborative projects. From idea to market, by a professional team.
- **Business networking**: to inform, connect, create opportunities (news, events, workshops, connections)
- **Personalised and evolving services**: technological watch, shared stands at trade fairs, communication, targeted information, export, etc.

Inno'vin's international efforts are made possible thanks to the SIRENA program of the Nouvelle-Aquitaine region, supporting the international development of clusters and SMEs of the region.

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# OUR PARTNERS

As an international trade show and a benchmark for professionals in the wine-arboriculture-vegetable production sectors, **VINITECH-SIFEL** offers a comprehensive program focused on innovation. Vinitech-Sifel is designed by professionals, for professionals. Thanks to all the efforts of a Scientific and Technical Committee composed of renowned multi-disciplinary experts, Vinitech has become the international showcase for innovations in its sector. The next edition is Nov. 29 to Dec. 1, 2022.

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As the international cooperation agency of the Nouvelle-Aquitaine region, **Interco Nouvelle-Aquitaine** works alongside local companies and institutions to help them develop their international projects and make contacts abroad. They also assist foreign companies and institutions to make business connections in Nouvelle-Aquitaine and welcome international delegations in our region during professional events.

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The University of Bordeaux **Institut des Sciences de la Vigne et du Vin** (Institute of Vine & Wine Sciences) is a multidisciplinary higher education, research and development center dedicated to meeting the challenges facing the wine industry of tomorrow. The Institute brings together research, training, and technology transfer teams of the numerous partners working in the wine sector on the Bordeaux site.

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# ABOUT THE EXPORT CLUB

Despite the potential and innovation needs expressed by wine-producing countries, few supplier companies have decided to invest in an export strategy: often perceived as risky and time-consuming, they occasionally export their products and services, but only when an opportunity presents to themselves.

**Faced with this observation, the Inno'vin's Club Export was created in 2016 and aims to bring together member companies of the cluster potentially interested in carrying out collective actions abroad.**

A place for meeting and exchanging good practices, The Export Club aims to create synergies and to explore new markets together. They are also here to learn about the wine industry of other wine producing countries.

**This booklet will introduce these innovative solution-providers.**

**INQUIRE**

**NETWORK**

**PROSPECT**

**SUPPORT**

**FUNDING**



**French innovation  
comes to you**



**A unique global  
innovation alliance**

The **Vinitech Innovation Tour** is a dedicated event focused on innovation created to generate exchanges between wine professionals from various countries around the world. The key objective is to promote exchanges of know-how and new technical cooperation for the development of world viticulture.

Bringing together all initiatives that provide solutions and improvements in the wine value chain, the **Wine Industry Collaboration Alliance** aims to face the challenges presented by grape and wine producers through cross-sectoral innovation, auxiliary companies' involvement, international development and Business Support Organisation collaboration. This project is funded by the European Commission.

# ADVANCED TRACK AND TRACE

**Turnkey unit traceability solutions**



For more than 20 years, Advanced Track & Trace has been offering cutting-edge technologies to still and sparkling wines' producers, beers and spirits makers in order to tackle counterfeiting, manipulation, grey market and to improve trust and brand loyalty. The fight against diversion, refilling and counterfeiting, the monitoring of grey markets and the control of production volumes are our main area of focus.

Advanced Track & Trace is a leader in the world of digital security applied to Brand Protection and Traceability, and through its experience and expertise, it brings to the wine industry powerful and tailor-made tools to trace, protect, communicate and promote.

With an annual volume of 150 million bottles traced and protected, Advanced Track and Trace is a leader in traceability of wines and spirits.



## INNOVATION SPOTLIGHT - NEW FEATURE

**Nutrilabel** platform is a simple, fast and secure solution to answer to the European legal regulation for wine and spirits products, as well as all alcoholic beverages.

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[advancedtrackandtrace.com/software-saas/](https://advancedtrackandtrace.com/software-saas/)

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# CLAIREO

**Wine solutions to optimize your yields, consumption and carbon footprint**



With more than 100 clients, the company is one of the industry leaders with 100% natural, economical and sustainable solutions to improve the use of elements such as air and water from the vineyard, through the wineries, to the final consumer.

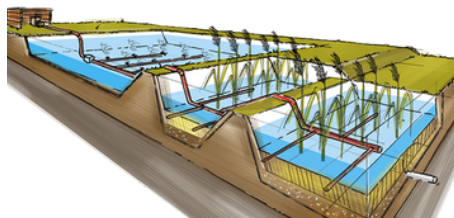


## **AIR VINIF: gentle extraction**

Air vinif consists of injecting air in a fermenting vat. It goes inside the vat thanks to a stainless steel rod and the air under pressure breaks the cap and mixes everything. You can also choose the intensity to adapt your work to the type of wine you want.

## **WINERY WASTEWATER TREATMENT**

It is based on simple process in three steps: collecting and areating winery wastewater in a large basin, filtering them through a reed-bed and then releasing them into the environment, filtered of their pollutants.



## **INNOVATION SPOTLIGHT**

**+75%**  
SAVING TIME IN THE WINERY  
**-50%**  
POWER CONSUMPTION  
**-35%**  
WATER CONSUMPTION

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# ERTUS

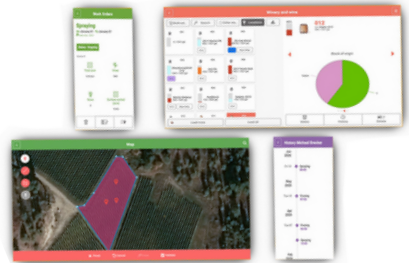
**PROCESS2WINE- SaaS platform for new generation business applications dedicated to professionals in the wine and spirits sector**

**ERTUS**  
GROUP



PROCESS **2** WINE

Ertus Group is a French company based in Bordeaux, France, in the US and Canada, and is also working alongside distributors in Europe. They distribute Process2Wine, one of the best-selling softwares for the production management in wineries. Today, they count more than 500 clients.



**Process2Wine** is a collaborative web and mobile App which enables: 1) Tracking data in vineyards and wineries from vines to bottle, including packaging, with a powerful digital mapping system, GPS, etc. 2) Managing resources, equipment, products, employees all over the processes. 3) Editing complete traceability and costs reports for the benefit of the managers.



## INNOVATION SPOTLIGHT

**Manage** your wine **production** and **traceability** in its **entirety**  
**Top 20** StartUps in France, Multiple Innovation **Awards**

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# EtOH

**Specializing in consulting and developing tools for the digital transformation of companies in the wine, beer and spirits sector.**



Our expertise is our differentiation: we are passionate about these sectors and keen on IT and data. The result? EtOH, a team capable of reinventing everything: your history, your techniques, your future. We analyze your processes and issues and find the right solution, thanks to solid digital solutions and a constant search for innovation. To support you, we've developed key skills for 360° support: marketing and communication, consulting performance, innovation, training, etc.



Our newest project is **EtOH Suite**. In a few clicks from your mobile, you will be able to manage all your estate: your tasks, your marketing and sales deals. With this app, you will obtain a e-score to help you improve your economic, social and sustainability performance.



## INNOVATION SPOTLIGHT

The **EtOH suite application** manages your daily tasks, **analyzes**, and **evaluates** the results of each of your actions.

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# LAMOUROUX

**A manufacturer's guarantee of quality - temperature control and thermoregulation**



Over the last 30 years, LAMOUROUX has become the benchmark for the design, manufacture and installation of automatic temperature control and regulation systems for the wine-making industry.

LAMOUROUX is renowned for its technical expertise, mastery of its craft and pursuit of innovation. LAMOUROUX devises tailored solutions for the most prestigious Châteaux to the smallest operations, with the quality of their equipment always the key concern. LAMOUROUX goes to great lengths in its workshops to design and manufacture effective and reliable equipment that meets the needs of producers.

- Thermoregulation
- Air conditionning and ventilation
- Barrel cleaners
- Nitrogen production and distribution
- LAVILOG software (traceability)

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**Bronze trophy this year at Vinitech for the Phybiomatic**  
**(Connected phytosanitary station)**



## INNOVATION SPOTLIGHT - WINEBOT



# NAIO TECHNOLOGIES.

## Autonomous robots for easier farming



**Ted**, the autonomous straddling robot for vineyards

**Jo**, the autonomous power and compact multitask crawler robot for narrow vines and nurseries

### Ted and Jo's functions:

- Hoeing
- Earthing up
- Ploughing
- Mowing

### Ted and Jo's advantages:

- Easy to use
- Autonomous (up to 10 hours)
- High precision (>5 cm)
- Light & 100% electric



Ted is equipped with a parallelogram riser with a pole for fixing tools: finger hoes, disc lumpbreakers, mechanical inter-vine tools, serrated disks

Jo is able to cultivate on the row and between the row with a single pass as well as being able to make sharp u-turns. Its removable electrical tool-carrier will fit with common soil cultivation mechanical tools.



## INNOVATION SPOTLIGHT

Discover an **alternative** to **herbicides** which **respects your soil** and improves your working conditions.

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# NAOTEC by COUP'ECO VITI.

**French manufacturer who designs and builds vineyard equipment**



A team and an expertise focused on  
NATure&TECHnology, and you!

NAOTEC by CoupEcoViti is a French manufacturer of vineyard equipment and already a major player on the French and international market. They offer a full range of top quality machines such as trimmers, prepruners, box and mechanical pruners, shredders, multipurpose mast, and more. NAOTEC has always prioritized quality, reliability, and safety. This means long-lasting machines to meet customer needs by harnessing their in-house human, engineering, and technological resources. From design to delivery, each stage is scrupulously monitored to provide an optimum satisfaction.

Working with Naotec is to ensure a long partnership, high quality products, expert support and a dedicated, individual offer.

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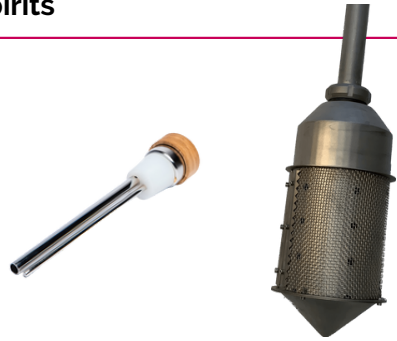


## INNOVATION SPOTLIGHT



# ONAFIS.

**Real-time automatic tracking of the evolution of your wines,  
beers & spirits**



Our unique and digital solution makes it possible to closely follow the fermentation and aging processes of your wine in real time, and above all to make the right decisions based on proven results. We are a company that designs, produces, and markets digital solutions to guarantee the best possible monitoring of wines to control and secure the environment of your cellar, to control your actions, and to guarantee quality - mastering topping up and fermentations.

## **Benefits** for your winery:

- **Save time** by reducing control operations.
- **Increase the safety** of your wines by 80% by being alerted early on the start of microbiological activity.
- **Eliminate errors** caused by human measurement.
- **Reduce your** loss of wine from the harvest until bottling ("consumes") by 1% over the year
- **Save up to 30% of energy consumption in the cellar**



## **INNOVATION SPOTLIGHT**

Our **automatic solution** provides **precise measurements** and **alerts you** of stuck or **slow fermentation** and **microbiological risks**

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# OVERDRIVE

**Multidisciplinary engineering design office & project management**



Overdrive is a Bordeaux, France based engineering and consulting firm composed of domain experts in the wine-making and spirits industry. The firm's field of intervention ranges from the conception and creation of wineries (optimization, extension, construction), technical processes (vinification, distillation, transfer, storage/aging, bottling, dispatch...), building construction (tertiary, wine tourism...) and exterior conditioning/landscaping, up to the restructuring and contribution of global improvements of a site or a group of production sites. Overdrive accompanies its clients as a strategic advisor, providing the necessary tools to define and undertake their development plan

## SKILLS

- Construction engineering
- Comprehensive project management
- Conception of industrial processes
- Logistics and energy audit
- Investment plan
- Sustainable development



## INNOVATION SPOTLIGHT

**Latest r&d:** passive and sustainable wineries, connected production complexes, renovation master plans, numerical simulations, 3D conception, virtual reality

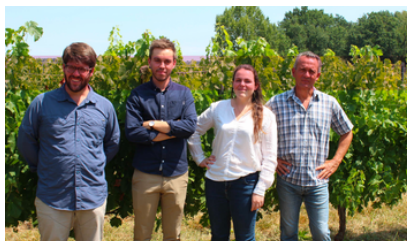
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# RVS CONSULTANTS.

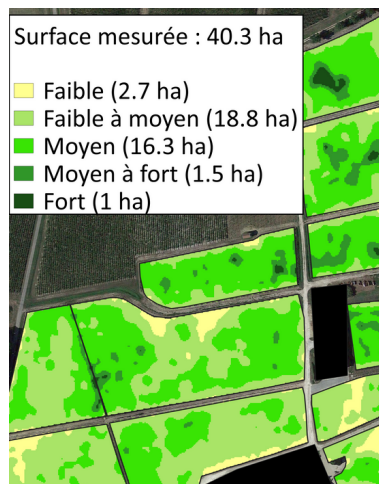
**A customized and concrete consulting,  
applied to the vineyard**



RVS Consultants Viticoles was founded in 2003 and has a team of 4 consultants. They have more than 100 clients in Bordeaux, Southwest and the Mediterranean zone, and monitor in 3000 ha of vines annually.

They offer concrete consulting services:

- Global technical support
- Independent phytosanitary consulting from treatment to analysis of residues in wines
- Fertilisation, soil maintenance, global management
- Management of new plantations, agro-pedological audit
- Terroir mapping
- Agro-ecology and environmental approaches



## INNOVATION SPOTLIGHT

**Proxy imaging and remote sensing** including input modulation

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# TELAQUA

**Discover the smart irrigation solution!**



## **Who are we?**

A company specialised in smart irrigation management systems, founded in 2018 in France. Today, Telaqua is a team of 25 people, present over 3 continents and 7 countries.

## **Our mission:**

Helping agricultural companies to have a more responsible irrigation while reducing their irrigation costs and increasing yields.

## **Our benefits:**

- Global monitoring: real-time control of irrigation systems, multi sides and multi users management
- Operational efficiency: more than 30% reduction costs in field operations (HR and materials)
- Traceability: time saving on data analysis reports + interoperability
- Productivity: more than 20% reduction in water and electricity use
- Co-construction: tailored solution for all your department
- Customer support: custom training and follow up throughout the year



## **INNOVATION SPOTLIGHT**

**Connected solution** to manage and **simplify** daily **irrigation** operation from the pump to the plant

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# WAX & GRAFTS

**Waxes, tapes and equipment especially designed for grafting**

## Wax & Grafts



Wax&Grafts was created in 2013 in order to supply grafting waxes to vine nurseries worldwide. Since then, it has been offering a wide range of grafting products and equipment for nurseries of all kinds (vine nurseries, orchards, ornamental plants, roses) in over 40 countries.

The company's main goal is to create more environmentally friendly products: organic grafting wax, biodegradable grafting tapes, natural wound protectants, trying to cope with the big changes and challenges of the future.



### INNOVATION SPOTLIGHT

**Organic grafting wax**

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# WINE SERVICES

**Market intelligence agency at the service of the  
performance of great wines and champagnes**



## Wine Services

As an expert connected to the markets, Wine Services provides its clients with the essential elements for their decision making. Like ants tenaciously tracking down the slightest relevant information, the Wine Services teams ensure a constant presence on the markets. Unique in its scope, it is a real mine of information that is available, collected patiently and one could almost say with determination. Each piece of data is checked and cross-checked to ensure its reliability.

But this windfall would be nothing without the unique analytical technology developed by our teams. The dedicated customer platform, developed in-house to meet the exact needs of executives as well as sales and PR managers, is a true business intelligence tool. It makes it possible to make the collected information intelligible and immediately operational.



## INNOVATION SPOTLIGHT

The unique **analytical**  
technological **tool**  
**developed** by our teams

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