

International Virtual Event: Global Smart Villages

Creating value chains between agriculture and tourism using interoperable smart society platform

Gaber Terseglav, CEO of Optifarm and technical expert for Smart Cities at ICT Innovation network



Siloed technical solutions that don't have interoperable technical capabilities, will become relics of the past. Future is smart society, where different vendor solutions from different domains will be combined into interoperable value chains. One of the biggest obstacles in construction of smart society solutions is related to data and service interoperability, which is mandatory technical enabler in building business value chains. Based on our work in ICT innovation network, where we have developed referential architecture for smart

society, it will be shown, how such platform could be used as a technological backbone of smart society. Most important capability of smart society is creation of new services and business models that combine different vendor solutions, currently locked in their data siloses. Presentation will show example of a conceptual value chain between agriculture and tourism sectors. Presented value chain will support local food self-sustainability, will be aligned with strategy "from farm to fork" and will enable connection between agricultural providers and tourism service providers.

About the speaker

Gaber Terseglav is CEO of company Optifarm (www.optifarm.net), which developed solution Optifarm Smart, IT platform that connects key stakeholders in short food supply chains and supports regional self-sustainable economy based on local food economy. Optifarm Smart provides infrastructure for new value chains on the infrastructure of local food for retail, wholesale, accommodations, inns, ... He also works as technical consultant on several smart city projects, related with smart mobility and other business domains. In ICT innovation network (<https://ikthm.gzs.si/>), part of Slovene Chamber of Commerce, he chairs technical group that is focused in important technical aspects of smart society such as technical architecture, data and service interoperability, building blocks of 4th industrial revolution, analysis of business model sustainability... He sees smart society of the future as a network of integrated local platforms containing local data spaces and digital twins, that work in a interconnected way that will offer end-users reliable, stable and easy-to-use services from key business domains: mobility, energy, retail, health, ...