

IRIS TECHNOLOGY SOLUTIONS explores business opportunities with Sonae

The [European Innovation Council \(EIC\) pilot](#) and Sonae joined efforts to promote a more sustainable future for food production. On 21 and 22 November, in Lisbon, IRIS TECHNOLOGY SOLUTIONS had the chance to share its solutions during presentations, discussions and one-to-one meetings with Sonae representatives, key partners and like-minded innovators.

On the evening of the first day, IRIS TECHNOLOGY SOLUTIONS attended a networking dinner and learned more about the challenges and opportunities Sonae is tackling within the food production sector. The second day was reserved for speed presentations and one-to-one meetings where we had the chance to detail our business and explore opportunities for partnerships and deals with selected Sonae stakeholders and partners.

Talking about the quality of the companies present at the event, Alexandre Santos, Head of Portfolio Development at Sonae IM, said: “I go to a lot of these type of events, almost on a weekly basis, and I have to say the overall quality of the companies I saw today was above average for what I typically see. I think most of these companies have all that it takes to succeed in the markets that they’re addressing.”

Nuno Gama, Head of Innovation & Future Tech at Sonae, also had a few tips for the companies pitching: “I think when you want to start to work with a big corporate you should try to focus not only on what makes your idea or technology unique but on the stress points and needs of the corporate you want to work with and how your solution or idea addresses those.”

“We are very pleased about been selected as one of 12 SME Instrument Innovators to pitch our solutions to SONAE and their production partners from the value chain, with the prospect of opening up business opportunities. We hope to initiate a mutually beneficial relationship together with SONAE and a number of their partners.”

Oonagh Mc Nerney - Co-founder & Director at IRIS TECHNOLOGY SOLUTIONS

This [Corporate Day](#) was organised by the EIC pilot [Business Acceleration Services](#).