



Control your farm, access expert advice immediately and reduce certification costs with one application



QUHOMA is exploiting Greece's and Europe's excellent potential for qualitative horticulture products. Due to the continent's landscape and historical context, agriculture land is mainly exploited by small-scale, family-run businesses that do not have the potential to compete on price differentiation, worldwide. However, especially for the Greek case and sun, Future Intelligence aims to contribute to local agrifood outstanding quality through its expertise on building cutting-edge technologies in order to strengthen products' market positioning in the premium category. Apart from the technology-oriented innovations, the business context is profoundly innovative. Stakeholders with common interests (currently farmers, agronomists and quality Certification Bodies) are now sitting around the same table (QUHOMA) and through the usage of technology equipment they can now reduce, share and optimize their costs and resources (business-wise synergies) through win-win models.

QUHOMA is created to benefit growers whose main priority is quality both for the end-products (fruits and vegetables) and during land's cultivation (limited or none use of chemicals, water economy, soil improvements). The project sets a data-centered B2B Marketplace for the efficient cultivation and effective market launch of qualitative agri-products.

There are many challenges and areas that provoke skepticism in the agriculture domain that QUHOMA Community aims to convert to opportunities through technological and business innovation. High unemployment and unexploited lands: Can technology make farming seem luring for youth? Technology for the masses: Can we build helpful technology for people currently underserved and will the digital divide ever diminish? Let us actively cater for our children's health: Can we make quality agri-products cheaper and more conveniently consumed comparing to the GMOs that now seem unbeatable? Technology does more with less: Is there a way to build an intelligent, value-added, production-oriented economy rather than a purely service-based one? It is hard to persuade farmers buy and install such equipment (costs, complexity, lack of tangible benefits) at his premises. Because of that, the respective value chain loses its traceability potential. What is the limit of knowledge sharing agriculture economy when we overcome the resistant-to-change behaviours? Does it stop at the farm or does it continue to the supply chain, retail and finally up until the family table?

Future Intelligence

Future Intelligence is the only Internet Of Things hardware manufacturer in Greece and a unique SmartCity enabler. On top of their in-house FIoT platform, they currently offer user-friendly, end-to-end services and applications for Intelligent Outdoor Lighting Management. The company was founded in 2009, in Athens, and its core business lines include long-range communications (WiMAX) and additional customized Telecom Engineering advanced services.



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