

PRESS RELEASE

Vinexpo - Bordeaux, 13 May 2019

## InVivo Quest launches its QuestTour19 at Vinexpo

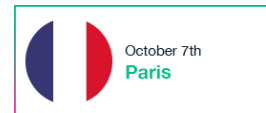
**As part of Vinexpo, the group is announcing the launch of its open innovation challenge: InVivo Quest, 2019 edition, with a special focus on WineTech.**

The goal of the InVivo Quest challenge, created in 2017, is to build an international Agri-Food innovation ecosystem. In its first two editions, this initiative has already mobilised nearly 150 partners and more than 200 projects, in 10 French regions and 3 international destinations: New York, Singapore and Berlin.

The winning projects benefited from increased visibility in InVivo's innovation networks and top business connections with the group's business divisions.

With this momentum established, InVivo Quest is continuing its quest in 2019. For this third edition, a special focus will be placed on the sourcing of Tech & Digital projects across the entire Agri-Food value chain, again this year with international stages: in Brazil, California and Portugal.

**#AgTech, #FoodTech, #RetailTech and #WineTech**



For InVivo Wine, the challenge is particularly aimed at WineTech startups with the potential to provide innovative solutions for the wine industry - from the vineyard to the glass, to transform production methods or to revolutionise packaging and the customer experience.

The finale will take place on 14 November, in Paris. At stake for the winners:

- Business connections with InVivo's various business divisions.
- A pass for the CES Las Vegas 2020 for the winner from each destination.
- Privileged access to apply to the Microsoft for Startups programme.

**More information is available at <https://invivoquest.agorize.com> or [invivoquest@invivo-group.com](mailto:invivoquest@invivo-group.com)**

**The partners:**



**About InVivo**

*The leading French agricultural cooperative group, InVivo, brings together 201 cooperatives, uniting nearly 300,000 farmers. InVivo has three business divisions - Bioline by InVivo (agriculture), InVivo Retail (gardening and food distribution) and InVivo Wine (wine) - and two cross-cutting entities dedicated to innovation - InVivo Food & Tech and InVivo Digital Factory. Its 2017-2018 turnover amounted to 5.2 billion euros.*

*For more information: [invivo-group.com](http://invivo-group.com) - [@InVivoGroup](https://www.instagram.com/InVivoGroup)*

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