

## Rivista rurale dell'UE numero 24 - Ripensare le opportunità per le imprese rurali



Questo numero della Rivista rurale dell'UE analizza alcune delle ultime teorie e pratiche in materia di sostegno all'imprenditoria rurale per promuovere lo sviluppo di forme di attività innovative, sfruttando con successo le nuove opportunità emergenti e le potenzialità latenti nei territori rurali.

Senza ignorare le molteplici sfide delle zone rurali d'Europa, questo numero esamina gli sbocchi e le nuove opportunità che vanno emergendo in un'ampia gamma di settori: da quello delle biotecnologie all'economia delle esperienze, dalle moderne tecnologie dell'informazione alle nuove esigenze dei consumatori.

La pubblicazione, infine, esamina come utilizzare in modo strategico i Programmi di sviluppo rurale per ottimizzare queste opportunità, individuando soluzioni più intelligenti per un efficace sostegno alle imprese e concentrando gli sforzi in modo mirato per ovviare ad alcune criticità specifiche ai territori rurali.

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