Review of the outcomes of the first meeting and the tasks for the current event

dr. András Sebők
ETP Food for Life / EuroAgriFoodChain Umbrella
EUREKA Hungarian Chairmanship

Objectives of the Hungarian Chairmanship programme and Cooperation with the ETP/NTPs for promoting RTD driven project generation

- To develop a multi-disciplinary approach for generation of EUREKA projects based on cooperation with the ETPs
  - exploiting complementary resources, capabilities, competences in different disciplines
- To test the methodology on the case of the collaboration of the food sector with other selected disciplines
- To generate a number of new EUREKA projects

Methodology: main steps of the procedure

1. Identify potential areas for interdisciplinary collaboration with a sector	1st EUREKA Academy, 24th November 2011
2. Circulate conclusions	December 2011/January 2012
3. Identify main subjects of interest within these areas	2nd EUREKA Academy, 19th January 2012
4. Develop information on state of the art on these subjects to enhance idea generation	January/February 2012
5. Organise project generation workshops at national level	February/March 2012
6. Provide assistance to companies for partner search (EUREKA)	February/March 2012
7. Project partners contact each-other to clarify project ideas	March 2012
8. Bring together project partners for proposal preparation	2nd/3rd April 2012, Budapest
9. Project partners develop EUREKA proposals	April – June 2012

Why we need a stepwise process?

- Takes time to understand the other disciplines and identify the real opportunities
  - problems to be solved
  - technical solutions
  - terms, language, thinking

Why we need national events?

- Most of the companies, particularly SMEs are reluctant to travel abroad for a meeting without a business case (at least a relatively high, realistic potential)
  - time
  - cost
  - language barriers
- They need to be informed about
  - potential solutions available in the high-tech sectors
  - problems in the food industry which need to be solved and the solutios have a potential market
  - This can be done at national level

Why we need core/joint information material for national events?

- Companies/researchers are not aware of problems and technical solutions provided by other disciplines
- Chances for matching project ideas will increase if the idea generation is enhanced on the same focused areas
- The necessary overview to prepare such materials is not always available in each country
- Increasing efficiency of using resources

How partners will be matched?

- EUREKA and NTP networks can help
  - web-site
  - personal contacts

Why not organise traditional brokerage events?

- When people exchanged ideas before they meet personally the success rate in completing EUREKA proposals will increase
- Potential partners should be matched before the first meeting (in this case in Budapest) after the national events
  - preparation
  - focus on the issues to be discussed
  - when patners meet in Budapest their discussion should be focused on the open questions related to their joint proposal – 1, max. 2 meetings/company, longer time 2-3 hours/ proposal – not on introduction and exploring opportunities for collaboration

Conclusions of the meeting on 24th November 2011: 1. Main areas for potential collaboration (1)

- Health and functional foods
  - tailor-made food (medical biosensors for personal profiling and dietary assistant)
  - personalised, variable processing supported by models
- ICT models and manufacturing-based technology solutions to improve food product features
- Efficient production systems, process control
- Recycling of by-products
- Factory design – virtual digital modelling
- Decision support systems

Conclusions of the meeting on 24th November 2011: 1. Main areas for potential collaboration (2)

- Robust technologies (small scale effective processing)
- Smart/intelligent packaging
- Tracking and tracing of food (meat) transparency
- Food safety
- Precision farming
- Processing at point of sale or use
- Services

Conclusions: 2. How can the EUREKA network contribute to project generation (1)

- Provide methodology for better understanding between sectors
  - Mapping food chains, identify needs, problems, expectations for solutions of food businesses
  - Identify ICT /manufacturing solutions
  - Identify opportunities for collaboration between sectors
  - Explain mutual benefits
  - Provide tools and mediators
- HU Chair – clarify funding situation
- Clear explanation of benefits of EUREKA, EUROSTARS projects, cluster schemes compared to other options

Conclusions: 2. How can the EUREKA network contribute to project generation (2)

- Organise interdisciplinary workshops
  - B2B matchmaking
  - Business and funding opportunities for ICT/manufacturing sectors with the food sector
- Provide funding opportunities
- Monitor developments
- Joint EUREKA campaign to increase visibility of EUREKA. Offer international visibility of SMEs through EUREKA

Conclusions: 3. Priorities for technical collaboration areas

- Mutual understanding – joint glossary
- Prepare a catalogue of open ICT/Manufacturing issues for the food industry
- Informal brainstorming sessions between ICT/manufacturing / food on state of the art
- Identifying relevant partners
- Identification of business partners from the food sector for specific collaboration projects (ETP Food for Life) → through the national workshops

Tasks for the current workshop

1. Identification of the main subjects for interdisciplinary collaboration (going into more details them the areas)
2. Selection of subjects for top interest on which core presentations on state of the art can be developed
   - allocation of the responsibilities for that
3. Discuss, refine the methodology
4. Clarify, confirm, which countries are interested to participate
   - clarify funding opportunities
5. Agree on the actions by EUREKA to enhance project generation

Thank you for your attention!