



## COST ACTION FA1001

**The application of Innovative Fundamental Food-structure-property Relationships to the Design of Foods for Health, Wellness and Pleasure**

### ANNOUNCEMENT

#### INNOVATION PARTNERSHIP

#### FOR THE DEVELOPMENT OF COMPETITIVE BUSINESSES IN THE FOOD SECTOR

May 6th, 2014, CIBUS, Parma, Italy

Sala del Consiglio – Palazzina Uffici

9:30-13:00

#### Draft Programme

Technology and knowledge transfer represents a key action for food and process innovation. The ongoing European COST FA1001 Action project “**The application of innovative fundamental food-structure-property relationships to the design of foods for health, wellness and pleasure**” (<http://www.foodstructuredesign.net/>) involves a network of experts in EU aimed to develop an **integrated process & product design approach** to deliver food products with health benefits (bioavailability/efficacy of nutrients) and optimal sensory characteristics.

In this framework the process of sharing of knowledge, technologies, methods of manufacturing among academic institutions, research centers and food enterprises, to ensure that scientific and technological developments are accessible to a wider range of users who can then further develop and exploit the technology into new products, processes, applications, materials or services represent a key target.

The particular aim of this event is to present and offer the gained knowledge, innovative ideas, results and outputs accumulated during the timeframe of the Action (2010-2014) to the food business audience.

Fostering of the knowledge and technology transfer from research institutions to the food industry will be realized through presentation of successful Technology Transfer actions for at the European level.

From the other side, the process and mechanism of creation and implementation of the innovative solutions in the real practices/products in different food companies and

necessary favorable environment for that will be presented by the food company representatives.

The EXPO 2015 opportunities for the successful continuation and sustainability of this academia/business innovation partnership in the food sector will be shown. And finally the new partnership opportunities in the frame of Horizon 2020 will be discussed and initiated.

### PROGRAMME

#### 9:30 Registration and welcome coffee

**10:00 Opening and introduction the topic**, Viktor Nedovic, COST Action FA1001

**10:10 Innovation in the Agro-food sector: research and business towards EXPO 2015**, Claudia Sorlini, President Scientific Committee EXPO 2015

**10:25 COST Action: Food Structure Design: scientific achievements**, Laura Piazza, Chair COST Action FA1001

**10:45 Accelerating enterprises competitiveness through Technology Transfer: incorporation of innovative solutions in the industry**

- 10:45 Centre of food innovation and development in the food industry, University Federico II Naples, Fabrizio Sarghini
- 11.15 FLANDERS' FOOD – FoodPilot, Karen Verstraete
- 11.30 STAR-GALINA BLANCA, Jaume Solà - TBC
- 11.45 Case study: CSAgri - Advanced Services for the Agro industries, Lorenza Daroda, UTAGRI-ENEA

**12:00 The role of mediators and consumer perspective**

- 12:00 European Technology Platform Food for Life, Daniele Rossi
- 12:15 TRAF00N - Traditional Food Network to improve the transfer of knowledge for innovation Traditional Food Network, Susanne Braun

**12:45 Discussion - future cooperation related to TT and joint Horizon project applications**

**13:00 The end of the event**

Prof. Paola Pittia

Prof. Laura Piazza

Local Organizer

Chair of Action FA1001





### **INNOVATION PARTNERSHIP**

### **FOR THE DEVELOPMENT OF COMPETITIVE BUSINESSES IN THE FOOD SECTOR**

**LOCATION:** Sala del Consiglio – Palazzina Uffici

#### **LOGISTICS**

- **ACCOMODATION**

Parma is fully booked for the CIBUS fare since months and hotels in most near cities connected with Parma by train are thus recommended (Reggio Emilia, Modena, Bologna).

- **HOW TO REACH PARMA AND THE VENUE OF THE WORKSHOP:**

Parma and its fairground can be easily reached by car, train and flight.

#### **Motorways:**

From the 'Parma centro' tollgate the exhibition center can be easily reached in less than 5 minutes thanks to the new road connecting directly the fairground to the motorway.

#### **Airports:**

The Milano Linate and Bologna "Marconi" airports can be easily reached in less than one hour from the Parma fairground. The Parma "Giuseppe Verdi" Airport is located at a few minutes driving distance from the fairground and provides direct connection with some national airports.

The CIBUS fare organizes a service from Milano Linate and Bologna airport and more info are available at the following webpage [www.cibus.it/en/visitare/come-arrivare/](http://www.cibus.it/en/visitare/come-arrivare/)

#### **Train**

Parma is served by more than 25 daily trains along the Milan-Rome line and the railway network of Northern Italy. Timetable of the train connection to Parma and tickets: please visit <http://www.trenitalia.com/>

#### **REGISTRATION:**

Please send an email to Paola Pittia, University of Teramo ([ppittia@unite.it](mailto:ppittia@unite.it)), reporting name and surname and institution/company.

Thanks to the agreement with the CIBUS organization, the registered participants will receive a free entrance access to the venue including to have access to the workshop and the fare after the workshop

#### **Additional information**

CIBUS official website: <http://www.cibus.it/en/>,

Website page of the workshop:  
<http://www.cibus.it/en/convegna/>

#### **COST information**

[office.FA1001@unimi.it](mailto:office.FA1001@unimi.it)

