



HIGHTECH EUROPE

Member of the Associated Membership Platform

**FIRST EUROPEAN
FOOD PROCESSING
NETWORK OF EXCELLENCE**

INNOVATION WORKSHOP

OPEN INNOVATION IN FOOD PROCESSING WORKSHOP BY HIGHTECH EUROPE AT ICEF11 IN ATHENS, GREECE, 26 MAY 2011

Open innovation is a promising tool for companies to implement and benefit from latest technologies promptly. The workshop will discuss the opportunities and possibilities of different open innovation models for research and development in the food processing sector. By far open innovation is no longer an issue of multinationals to advance new developments but also of small and medium enterprises, which might benefit from this concept when looking for quick and customized solutions for their products, processes or services.

The workshop will also be the first official meeting of the Associated Membership Platform (AMP) which has been launched by HighTech Europe to involve further stakeholder from industry, associations and science in the first European food processing Network of Excellence.

The High Tech workshop is a satellite event of the 11th International Congress on Engineering and Food "Food Process Engineering in a Changing World" at May 22-26, 2011 in Athens, Greece.

PROGRAM

- | | |
|-------|---|
| 14:30 | Welcome and introduction
Volker Heinz , German Institute of Food Technologies and coordinator of HighTech Europe |
| 14:40 | Challenges and Essentials for Reinventing R&D in an Open Innovation Ecosystem
Sam Saguy , The Hebrew University of Jerusalem |
| 15:05 | Philosophy of an open R&D system
Kamel Chida , General Mills |
| 15:30 | Creating value for SMEs in the food industry through open innovation - Examples from Norway
Øyvind Fylling-Jensen , Nofima AS |
| 15:55 | Coffee Break |
| 16:15 | Open Innovation at Mars: Join-up, speed-up, scale-up
Olivier Fleurot , Mars GmbH |
| 16:40 | Innovation sharing by cooperative R&D
Dieter Albers , Frutarom Savory Solutions GmbH |
| 17:05 | HighTech Europe Interactive Technology Portal – new tool for innovation in food processing
Kerstin Lienemann and Nevař Ay , German Institute of Food Technologies |
| 17:30 | Round Table Discussion |
| 17:45 | End of event |



HIGHTECH EUROPE

Member of the Associated Membership Platform

**FIRST EUROPEAN
FOOD PROCESSING
NETWORK OF EXCELLENCE**

INNOVATION WORKSHOP

LOCATION

The workshop venue will be the Athens Hilton Hotel in the city of Athens. The address of the Hilton Hotel is: **46 Vassilissis Sofias Avenue · Athen, 11528, Greek** – For accommodation and further information about the location go to <http://www.icef11.org>.

REGISTRATION & COST

The HighTech Europe workshop is free of charge. Participants of the ICEF11 conference are cordially invited to participate in the HighTech Europe workshop. Send an e-mail to ICEF11@hightecheurope.eu to register.

HIGHTECH EUROPE BOOTH AND RECEPTION

HighTech Europe will be present with its booth at the ICEF11 conference (exhibition area) to present the network activities. In the evening of May 24th HighTech Europe will organise a reception in Athens. Numbers of participants are limited for this event and participation is by personal invitation only.

ASSOCIATED MEMBERSHIP PLATFORM (AMP)

HighTech Europe launched the Associated Membership Platform (AMP) to open the network to interested stakeholders, to involve them into HighTech Europe activities and to broaden the expertise of the network. The workshop will be the first official meetings of the AMP members. If you are interested in a membership please visit the AMP section at www.hightecheurope.eu

CONTACT

Kerstin Lienemann, DIL Office Brussels
E-Mail: ICEF11@hightecheurope.eu
Webpage: www.hightecheurope.eu

Kindly supported by ICEF11



HighTech Europe is a Network of Excellence of the 7th Framework Programme of the EU

www.hightecheurope.eu

Hightech Europe Coordinated by German Institute of Food Technologies www.dil-ev.de

