Open to Innovation Conference
Networks for the Support of the Traditional Food Sector in Europe

19th & 20th OCTOBER 2016
Thon Hotel Brussels City Centre, Avenue du Boulevard 17, 1210 Bruxelles, Belgium

This 2-day joint closing conference will share a vision for the future development of the SME food sector in Europe. This vision has emerged from 3 years of regional engagement with SMEs, SME associations and researchers across Europe.

The conference will present outcomes, best practices and recommendations from the TRADEIT and Trafoon projects with a special focus on:

• Vision for the Development of SME Food Sector in Europe
• SME Case Studies: Successes and Impacts of the TRADEIT & Trafoon Projects
• Integrating Entrepreneurial thinking into Food Research Centres

The TRADEIT and Trafoon Networks are composed of key actors in the food sector including, food producers, regional SME networks, food industry associations, enterprise development experts and leading research and innovation centres from across Europe.

It is our great pleasure to have you attend and participate in this event. Participants will have the opportunity to network, share ideas and explore future collaborations with the members of the Networks.
Conference Agenda

DAY 1

SESSION 1:
Vision for the Sustainability of the SME Food Sector in Europe

09.00  Registration & Refreshments
10.00  Welcome: Barend Verachtert, European Commission DG Innovation and Research, Belgium.
10.15  TRADEIT Vision: Helena McMahon, Institute of Technology Tralee, Ireland.
10.35  TRAFOON Vision: Susanne Braun, University of Hohenheim, Germany.
11.05  Food Drink Europe (incl. ETP Agenda): Beate Keattlitz, Food Drink Europe, Belgium.
11.20  National Technology Platforms: András Sebök, National Contact Point Network, Hungary.
11.35  Panel Discussion
12.00  Lunch, Networking and Project Stands

SESSION 2: The Traditional Food Producer: Open to Innovation

13.30  TRAFOON: Best Practice on the 6 Sectors - Danilo Christen, Agroscope, Switzerland
14.00  TRADEIT: The Butcher, the Baker & the Cheese Maker - Joan Lockyer, Coventry University, UK.
14.30  Coffee & Networking

SESSION 3: Covering the Research Gap for the Food Sector: SRIA

15.00  TRAFOON SRIA: Viktor Nedovic, University of Belgrade, Serbia
15.30  TRADEIT SRIA: Brian McKenna, EFFoST, Netherlands.
16.00  Panel Discussion: Joint Recommendations: Looking to the Future

DAY 2

SESSION 4: Achieving Impact and Making a Difference through Knowledge Exchange

09.00  Registration & Refreshments
TRADEIT:
10.00  One Step Back, Five Forward - The Entrepreneurial Researcher: Breda O’Dwyer, Institute of Technology Tralee, Ireland.
10.30  Knowledge Exchange within the Traditional Food Sector: Catherine Halbert, Halbert Research, Ireland.
TRAFOON:
11.00  Fostering Entrepreneurship for Traditional Food SMEs: Laura Lecci, EBN, Belgium.
12.00  Coffee & Networking

SESSION 5: Taking Tradition Forward: Network Sustainability

12.30  Networking Beyond Borders: Paul Coughlan, Trinity College Dublin, Ireland.
13.00  TRAFOON Network Sustainability: Gerhard Schleining, ISEKI & BOKU, Austria.
13.30  TRADEIT Network Sustainability: Jeroen Knol, EFFoST, Netherlands.
14.00  Lunch, Closing Ceremony

Welcome Speaker

Barend Verachtert
European Commission, Belgium

Barend Verachtert is the Head of the Agri-Food Chain Unit in the Research and Innovation Directorate-General (DG RTD) of the European Commission. The unit is in charge of the development and implementation of research and innovation policies in the context of the Food Research and Innovation Area and Horizon2020. Over the last 5 years, he has held various positions within DG RTD in the field of the bioeconomy. In its start-up phase, he was the interim Executive Director of the Bio-based Industries Joint Undertaking, a public-private partnership.

TRADEIT Speakers

Helena McMahon, Institute of Technology Tralee, Ireland

Dr. Helena McMahon (BSc, MSc, PhD) Institute of Technology Tralee, Ireland is Principle Investigator at Shannon Applied Biotechnology Centre. Dr. McMahon has an extensive project portfolio, at a national and EU level in product innovation, commercialization and Industry (SME) collaboration. EU level activities are focused in enterprise support initiatives and networks. Dr. McMahon is the manager of the TRADEIT project. She has authored several papers, books and chapters and supervised MSc candidates working on RDI in the biotech and Agrifood areas.

Joan Lockyer, Coventry University, UK

Dr. Joan Lockyer, assistant director, International Centre for Transformational Entrepreneurship (ICTE), is responsible for the enterprise and entrepreneurship education delivered by ICTE, including the development of new curriculum (undergraduate and postgraduate) and for reviewing and enhancing current programme, processes and procedures. She manages the delivery of a range of externally funded projects; participates in research and delivers business support both within the university and for external partners.

Brian McKenna, EFFoST, Netherlands

Prof. Brian McKenna retired in 2008 as Professor of Food Science at University College Dublin, a post he held since 1989, and became an emeritus professor and took up the role of co-ordinator of the European Technology Platform, Food for Life. In addition to his professorship of Food Science, he served as dean of postgraduate and interdisciplinary Studies at the University from 1995 to 2000 and has served two periods as Vice-president. Dr. McKenna received the EFFoST lifetime achievement award and the IFSTI Honorary Fellowship in 2010 and the ICEF lifetime achievement award in 2011. He is a member of the Scientific Committee of the Food Safety Authority of Ireland and is Board Chairman of the National Virus Reference Laboratory of Ireland.

Breda O’Dwyer, Institute of Technology Tralee, Ireland

Breda O’Dwyer (BBS, MBA, NCEE) Fellow in Entrepreneurship at the University of Ulster on the Committee of the Food Safety Authority of Ireland and is Board member of the executive group pioneering entrepreneurship in the Kerry region receiving EER status in 2011. She has designed and implemented multiple entrepreneurship programmes for different cohorts including commercial and community based organisations, and for primary to post-doctoral students to an international level.
Catherine Halbert, Halbert Research, Ireland  
Dr. Catherine Halbert (BSc, MSc, PhD, FRSH), is the Director of Halbert Research and Customised Food Industry Training Ltd. She holds a BSc, from University of Limerick, an MSc in Plant Science from Trinity College Dublin, and a PhD in Food Science and Technology from University College Cork. She has a Diploma in Project Management (UCC) and has IPMA project Management Certification (IPMA, L3). She has more than 20 years’ experience directly managing scientific projects in industry and academia. She is Project and Impact Manager for FP7-STARTEC and project management advisor for FP7-BAMHBO. She is a nationally appointed reviewer of research proposals in Ireland and an active expert with the EC (FP5, FP6, and FP7). She was the independent reviewer for the largest EC-funded integrated project (SeafoodPlus) over a period of 5 years.

Paul Coughlan, Trinity College Dublin, Ireland  
Prof. Paul Coughlan is Professor in Operations Management at the Trinity Business School, Trinity College Dublin, Ireland. His research interests include continuous improvement of product development and manufacturing practice, action learning and action research. His co-authored book with David Coghlan, Collaborative Strategic Improvement through Network Action Learning: The Path to Sustainability, was published by Edward Elgar (2011). The theme of this book has informed the establishment of effective collaboration across the TRADEIT Network and the capture of the learning gained in TRADEIT collaborative interactions.

Jeroen Knol, EFFoST, Netherlands  
Dr. Jeroen Knol, Director of the European Federation of Food Science and Technology (EFFoST). Editor in Chief of the online SME magazine Taste of Science. He received an MSc degree in 2004 and a PhD degree in 2008 in Food Science at Wageningen University. Between 2008 and 2013 he worked for Wageningen UR Food & Biobased Research successively as product developer, business development manager and senior scientist in food design and structuring. He has co-ordinated different multi-disciplinary projects (national, EU and international) on food reformulation, sustainable foods, novel processing technologies and product development. Since 2013 he has co-ordinated the activities of EFFoST in EU projects and is currently work package leader in 5 EU projects (TRADEIT, MUSE-Tech, FieldFOOD, INNO-4-AGRIFOOD and KATANA).

TRAFOON Speakers

Susanne Braun, University of Hohenheim, Germany  
Susanne Braun has a broad knowledge in the food sector, based on an academic degree in food technology (MSc) and a second academic education in economy and European politics (MBA). Her work included international management and consulting activities within food companies in different countries. She is highly experienced in working in international research projects and is involved in the co-ordination and the management of EU research projects. Her main activities in recent years consisted of the optimization of knowledge transfer to SMEs in the food sector and linking with a trans-European network of various stakeholders in the food sector. This comprised of participation in large scale European research projects, including co-ordination and management activities. Her work also included the organization of and participation in a large number of international conferences and workshops.

Beate Kettlitz, FoodDrinkEurope, Belgium  
After finishing her studies of food chemistry at Humboldt University in Berlin, in 1975, Beate Kettlitz worked at the Hygiene Inspection Services in Potsdam in charge of foodstuffs. Her tasks mainly included operative services such as control of food producing facilities, stores, kitchens, producing meals for hospitals, schools, etc. to check for good hygiene practices and to give advice. After the successful achievement of a special professional certificate in the field of hygiene practice in 1978, she continued her professional engagement in the Regional Hygiene Institute of Potsdam. In 1991 she worked as an adviser on technical regulatory aspects for the food industry. As of May 1999, Beate Kettlitz started her professional career as a food policy adviser at BEUC, which lasted until April 2005. Beate Kettlitz then joined FoodDrinkEurope (former CIAA) as a Director for Food Safety, Science and R&D.

Danilo Christen, Agroscope, Switzerland  
Danilo Christen graduated in agronomy at ETH Zurich and is currently leader of the ‘Fruit crops in the alpine space’ research group at the public research institution Agroscope in Conthey. With his multidisciplinary and broad-spectrum expertise, he conducts basic, as well as applied research. Using national and international collaborations, he participated and co-ordinated several Swiss and EU funded R&D&I projects and is a member of European Research Platforms (e.g. ERA-NET). His continuing education in global supply chain management at the International Institute for the Management of Logistics (EPF Lausanne) allows him to do impact-oriented research for the agrifood-sector, to move towards more innovative and participated approaches and to provide results and recommendations to SMEs at environmental, economic and societal levels.

Guest Speaker

Dr. András Sebők,  
National Contact Point, Campden BRI, Hungary  
He is the General Manager of Campden BRI Hungary. 41 years experience in food industry R+D, particularly in food processing, food safety management, food hygiene, value chain management, product and process validation, innovation for traditional foods, resource efficiency, application of advanced manufacturing and ICT solutions in the food sector, food transparency, knowledge transfer to SMEs/industry, training, capacity building and project management. He is the Chair of R&D Expert Group of the FoodDrinkEurope; Vice-Chair: Collaboration of the National Food Technology Platforms; Editor and one of the authors of the Guideline on Effective knowledge and technology transfer to food SMEs.

Viktor Nedovic, University of Belgrade, Serbia  
Prof. Dr. Viktor Nedovic is full professor at the Department of Food Technology and Biochemistry, Faculty of Agriculture, University of Belgrade. His research areas are in biotechnology, food technology, and biochemical engineering. As author and co-author he has published around 400 scientific papers and has edited four books for renowned world scientific publishers. He is founder and president of the Serbian Association of Food Technologists (SAFT) and co-ordinator of Serbian National Technology Platform ‘Food for Life’. In 2015 he became an associate member of the Academy of Engineering Sciences of Serbia (AESS). He has been a member of scientific boards of 40 international food and biotechnology congresses. Prof. Dr. Viktor Nedovic is Assistant Minister in charge of international S&T co-operation and EU integration in the Ministry of Education, Science and Technological Development.
Laura Lecci, EBN, Belgium
Laura is a Project Manager in EBN. She animates the Bioeconomy Special Interest Group of the network and manages most parts of the EU funded project in this topic. Laura also coordinates the Startup Europe project WeHubs - the 1st European network of women web entrepreneurs’ hubs. Laura graduated in 2010 from University of Trieste, Italy in International Relations and Diplomacy, where she focused on social development and international co-operation. In 2011, after obtaining a diploma in Co-operation and International Development at ISPI, with a special focus on project cycle management, she arrived in Brussels working at the liaison office of ENEA, the Italian National Agency for New Technologies, Energy and Sustainable Economic Development. In ENEA she acquired a strong knowledge in the field of innovative technologies applied to renewable energy, environmental sustainability and science life.

Patricia Mora McGinity, Gestiona Global, Spain
Patricia Mora McGinity is CEO for Gestiona Global S L., a Spanish based consulting and environmental engineering firm. She graduated from Universidad Complutense, Madrid in 1995, is Bachelor in Law and holds a special degree in EC Law by the Universidad CEU San Pablo, Madrid. After attaining a Masters Degree in International Business Law from the University of Manchester in 1996, she began a 20-year career managing, evaluating and drafting EU projects related to urban and rural development. She has participated personally in more than 50 EU projects, ranging from Urban, Life, Intelligent Energy, Employment, Erasmus and Culture program projects to 5th FP, 6th FP, 7th FP, Horizon 2020, mostly related to environmental, energy and the food industry. In 2008, together with an expert in environmental impact assessment, Patricia set up Gestiona Global, specialising in research and development, technical development in the area of environment and energy.

Gerhard Schleining, ISEKI & BOKU, Austria
Gerhard Schleining graduated in Food and Biotechnology at BOKU, University of Natural Resources and Life Sciences, Vienna, where he is teaching food quality management and food physics at the Department of Food Science and Technology. He had several stays for research and teaching at universities in China, France, Kasahtan, Thailand, Turkey, the US and Vietnam. He is responsible for education at the department and has experiences in e-training through several EU-funded projects where he chaired working groups related to innovative teaching materials and methods. He is also Secretary General of the ISEKI-Food Association since 2005. Currently he is co-ordinating 2 Erasmus+ projects, FooD-STA and SEA-ABT.