

New strategies for innovation

TIME AND PLACE

Thursday June 21, 2018
Kl. 10.30-16.00
Agro Food Park 15, Skejby

SIGN-UP By mail to sma@agrofoodpark.dk

DEADLINE Monday June 18, 2018 at 12.00

QUESTIONS Søren Madsen, 21638846 or
sma@agrofoodpark.dk

PRICE

The business event is
free of charge.

Introduction

Consumer trends are changing faster than ever and functional foods, dairy- and meat replacement products along new digital business models and disruptive technologies are making their way to the agro- and food industry.

Danish companies are, in general, excellent to adapt to these new changes and constantly modify innovation processes, business- and collaboration models.

By participating in this business event you get insight in concrete strategies to increase innovation capacity using different strategies – “catching the wind”, “spin-out” and “collaboration with start-ups”. You also get insight in the most important trends to keep an eye on, pains and gains in collaborations between large multinationals and SMEs and how it’s possible to rethink and open-up research facilities.

Program

- 10.30 Registration, coffee, tea, water and sweets
- 11.00 Welcome by director Anne-Marie Hansen, Agro Food Park
- 11.10 "12 trends, som producenter skal holde øje med" by Strategic Food Planner & Partner Hanne Harbo, Nørgaard Mikkelsen (in Danish)
- 11.40 "Collaborations between large and small firms as a strategy for innovation" by Professor, PhD Kristin B. Munksgaard, Department of Entrepreneurship and Relationship Management, SDU
- 12.15 Lunch
- 13.15 "Community Driven Innovation" by CEO Henrik Lund, Naturli Foods
- 13.45 "Spin-outs as a strategy to increase the innovation capacity – also of the mother company" by CTO Jesper Mogensen, Skov A/S
- 14.15 "Collaboration with start-ups to scale innovations" by Head of Open Innovation Harry Barraza, Arla Foods
- 14.45 "Rethinking collaboration: securing knowledge and talent – Aarhus University's food department at Agro Food Park" by Head of Department Michelle Williams, Aarhus University
- 15.15 Networking, coffee, tea, water and sweets

You will meet:



Hanne Harbo
Nørgaard Mikkelsen



Kristin B. Munksgaard
SDU



Henrik Lund
Naturli Foods



Jesper Mogensen
Skov A/S



Harry Barraza
Arla Foods



Michelle Williams
Aarhus University