



European
Food-STA



In the frame of the **TRAFOON** (<http://www.trafoon.eu>) project and the **Food-STA** (<https://www.food-sta.eu>) project and on the occasion of the **4th International ISEKI-Food conference** (<http://www.isekiconferences.com/vienna2016>), we are delighted to announce this workshop aiming at fostering entrepreneurship dedicated to food researchers. The workshop will provide the participants with innovative tools and motivate potential entrepreneurs to innovate their business.

The workshop is certified by IFA according the EQAS scheme.



Participants will get a certificate of attending a certified course, or, if wanted, a certificate for successful completion by IFA after an optional voluntary assessment at the end of the workshop for possible CPD recognition.

The workshop will set the scene of the business potential of technological and research innovations. It will provide an overview about why it's important the dialogue between research and business and give some basic tools and innovative perspectives on how to approach the market.

AGENDA

14.00 – 14.10: Welcome speech and aim of the workshop – Laura Lecci (EBN)

14.10 – 14.30: The TRAFOON project: traditional food SMEs network – Susanne Braun (TRAFOON project coordinator)

14.30 – 16.30: Technology meets the market: how technology transfer generates innovation? And IPR protection: what should I know? – Raffaele Buompane (EBN)

16.30 – 16.40 Short break

16.40 – 17.40: Formulation of the business plan: where do I start from? – Nuno Gomes (BIC MINHO)

17.40 – 18.40: Costing and Pricing: how much would it cost your innovation? – Monica Pesce (VVA)

18.40 – 18.45: Closing remarks

18.45 – 19.45: Cocktail