

# **Food Tech Brainport and The FoodBowl establish a collaboration agreement to support and accelerate global food industry innovation**

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Food Tech Brainport, a Dutch based foundation, and The FoodBowl, part of the New Zealand Food Innovation Network, have established a collaboration agreement that will support their organizations in accelerating new food processing development and creating new business models to benefit SME's in the Food Industry and drive industry innovation.

## **About Food Tech Brainport**



Food Tech Brainport is an important crossover between the agri-food sector, high-tech systems and the chemical sector. The organisation offers SME's unique pilot services and demo-facilities for valorization.

Since the start in 2012, Food Tech Brainport has developed into a business accelerator which allows companies to achieve technical and technological innovations and translate these into economic growth and exports.

Food Tech Brainport is driven by entrepreneurs with a strong belief in innovation, cooperation and acceleration and is working in close collaboration with research and educational institutes.

## **About The FoodBowl**



The FoodBowl is an open access, commercial scale pilot plant created to support and accelerate the growth of Food & Beverage businesses, by providing cutting edge facilities, connections and expertise. The FoodBowl is designed as a facility where companies can produce commercial runs of new and innovative products for market validation and hence capitalise on both domestic and export opportunities.

**Ivo Ploegsma, manager and one of the initiators of Food Tech Brainport:**

*“The food industry is faced with a number of major challenges. The industry must provide the growing world population with safe, healthy, tasty and affordable food, produced in a sustainable way. This requires new enabling technologies. By connecting the international networks of both organizations, this collaboration with the FoodBowl will help us to scout these new technologies faster and accelerate them to the market. The large processing knowledge and experience of the FoodBowl is of great value to Food Tech Brainport. From Food Tech Brainport we can add value to the FoodBowl in the area of new business models and share our knowledge from European trends and developments. After all, it is a worldwide task that we have to fulfill, international collaboration is of great importance in this respect.”*

**Alexandra Allan, chief executive officer of The FoodBowl:**

*“Food is central to us all, and the food industry must continually innovate to meet evolving global food preferences. The FoodBowl accelerates companies to turn their concepts into value-added food and beverage products utilising our technologies and expertise. The collaboration with Food Tech Brainport keeps The FoodBowl and our partners closely linked with developments in Europe and opens up opportunity for our clients to get inside knowledge of this market.*

*The connections and information we are able to share from our opposite ends of the globe will assist both our organisations to further the innovation possibilities in food and beverage.”*