

TECH.FOOD

Solutions and interventions for the technological transfer and the innovation of the agro-food sector in South East regions



Activity 7.2 - TRANSNATIONAL FOCUS GROUP

Functional Foods in EU: What does the future hold? **Uptapped potential and challenges**

12 January 2011, 18:00-21:00

Hosted by: Athens Chamber of Commerce and Industry (ACCI)

7 Academias str, Athens, 106 71

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Functional Foods in EU: What does the future hold?

Uptapped potential and challenges

Taste is definitely a priority for consumers, but with the growth and increasing awareness of health and wellness, people are searching for foods and beverages that go beyond their basic nutritional needs. The food industry constantly evolves and introduces new products, the functional foods, that acknowledge their concerns. Since the food industry evolves and trends do change, **it is important for manufacturers to identify, incorporate and balance what the consumer wants and what is required for healthy living.**

The future of functional foods will depend on continued advances in food science and developments of innovative technologies, new industrial products by food manufacturers wishing to use health or nutrition claims, as well as improved consumer understanding of claims. **Industry & research collaboration between different disciplines provide the basis for successful development of functional food products and market development.**

The **Athens Chamber of Commerce (ACCI)**, with the assistance of **National Hellenic Research Foundation (NHRF)** - as partners of **TECH.FOOD Project** (<http://www.techfoodproject.eu/>) - , is organizing a “Transnational Focus Group” Event which will bring together food industries, research institutions and entrepreneurs, from South Eastern European Countries, in order to exchange experiences, needs and solutions on the subject. This event provides a unique networking opportunity for entrepreneurs to address common needs and interests and form teams in order to jointly tackle the issue of functional food potential and challenges in the food sector

The goals of the event are to:

- build awareness of relevant research and emerging technologies
- connect entrepreneurs with laboratory researchers and technologists
- provide a forum for entrepreneurs to meet and address common needs

Discussion and presentations of all participating companies will provide a clear overview of their current status and needs while entrepreneurs will gain broad exposure to a range of ideas that could change the industry landscape. All companies attending are welcome to prepare a short (5 minutes) presentation including introduction and description of their main activities while one on one (1on1) discussion will take place towards the end of the meeting.



Act. 7.2: 2nd TECH.FOOD Transnational Focus Group

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Functional Foods in EU: What does the future hold?

Uptapped potential and challenges

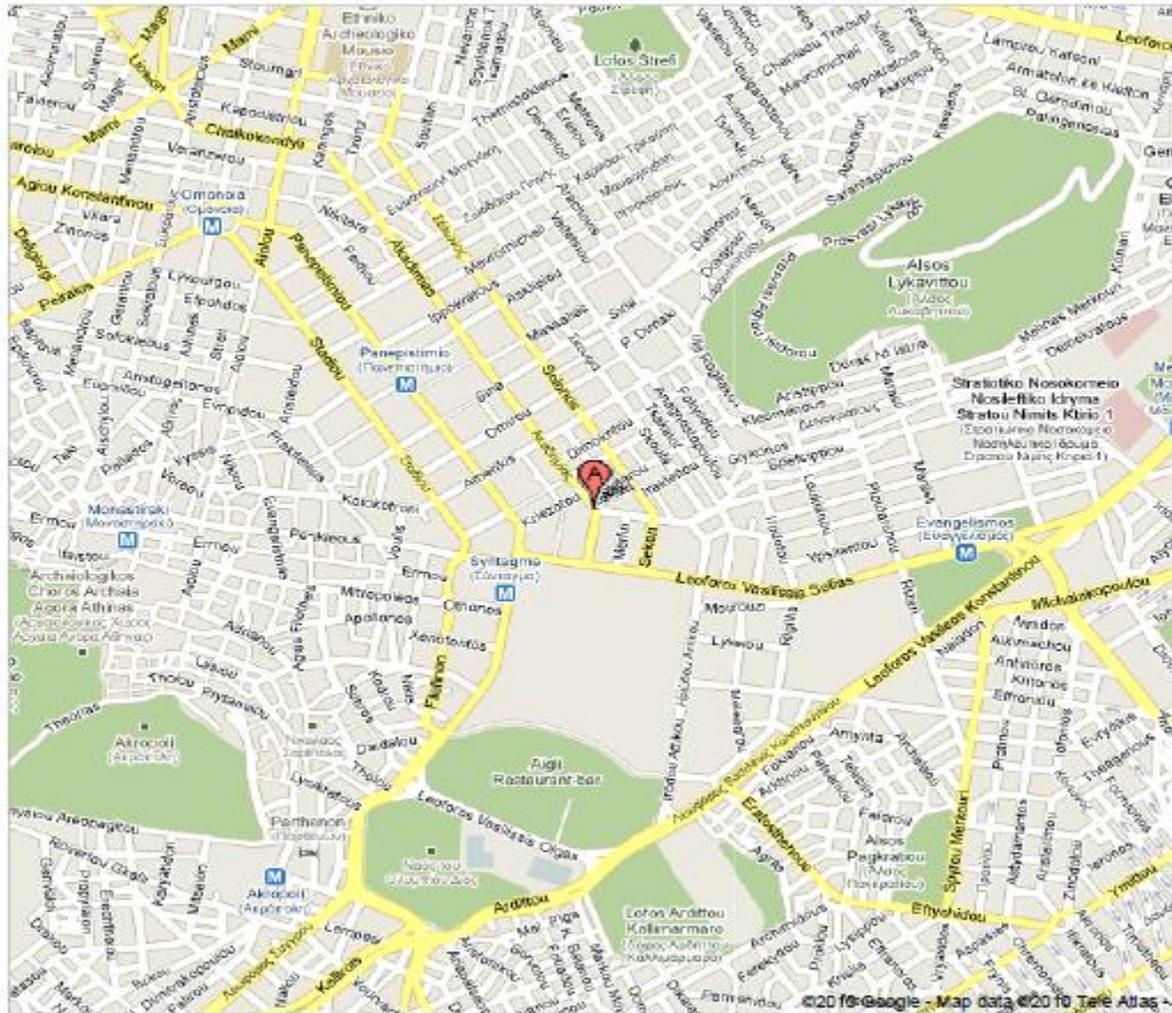
AGENDA

18:00 – 18:10	Introduction to the TFG Meeting	ACCI
18:10 – 18:30	Functional Foods in EU: Key Trends	Dr. Aristotelis Xenakis, NHRF
18:30 – 19:15	Enterprises Introduction	All participants 5 minutes presentation each
19:15–19:30: Coffee Break		
19:30 – 20:00	Roundtable Discussion	Untapped Potential & Challenges Business Development Opportunities
20:00–21:00	Cocktail One to One Meetings – Networking	

Venue & Logistics Info

Athens Chamber of Commerce and Industry (ACCI)

7 Academias str, Athens, 106 71



- 2 min walk from Syntagma Square (City Centre)
- Easy access both to the Syntagma metro station and to the historical sites and museums located near-by
- Link on Google Maps for your info

http://maps.google.de/maps?f=q&source=s_q&hl=gb&geocode=&q=athens+akadimias+7& sill=37.979944,23.734202&ssp=0.01189,0.019205&ie=UTF8&hq=&hnear=Akadimias+7,+Athina+10671,+Athina,+Greece&ll=37.977255,23.737764&spn=0.023781,0.038409&z=15

List of suggested hotels

Hotel Name	Stars	Website
Astor Hotel	****	http://www.astorhotel.gr/index_eng.html
Athens Cypria Hotel	****	http://www.athenscypria.com/index.php
Athens Electra	****	http://www.electrahotels.gr/electra-hotel-athens/index.html
Electra Palace	*****	http://www.electrahotels.gr/electra-palace-athens/index.html
Hermes Hotel	***sup	http://www.hermeshotel.gr/
Hotel Plaka	***	http://www.plakahotel.gr/
NJV Athens Plaza	*****	http://www.njvathensplaza.gr/