



A marketplace where food industry meets science

First HighTech Europe Knowledge Auction on food packaging innovations

The first European Knowledge Auction on food packaging innovations aims at bringing together latest scientific knowledge and industrial needs. The knowledge auction is a tool to accelerate the transfer of scientific results to marketplace, thus strengthening the competitiveness of the European food economy, especially SMEs. This innovative instrument was developed by HighTech Europe, the European Food Processing Network of Excellence.

HighTech Europe, initiated by the research provider ttz Bremerhaven together with the German Institute of Food Technologies (DIL), is funded by the Seventh Framework Programme of the European Commission. The HighTech Europe Knowledge Auction will be a real auction where knowledge is the commodity to be auctioned. The first Knowledge Auction will be dedicated to innovations from the food packaging sector, addressing different target groups within this market segment. The world's most important trade fair for packaging and processes, interpack 2011 (Düsseldorf, Germany), will be an excellent venue for this event. The auction will be chaired by a renowned person from the packaging industry while the coordinator of HighTech Europe will act as auctioneer. Furthermore, all important decision makers from the packaging sector are expected to be present at the fair.

Innovative researchers are invited to offer their interesting knowledge. An expert panel composed of members from research and industry will evaluate all applications. The most promising ones will be presented by the knowledge owners at the auction event. Interested parties will be able to bid face-to-face for the right of first negotiation with the knowledge owner. Individuals, companies and institutes, active within research or industry, can apply for the HighTech Europe Knowledge Auction as knowledge owner or register as a bidder.

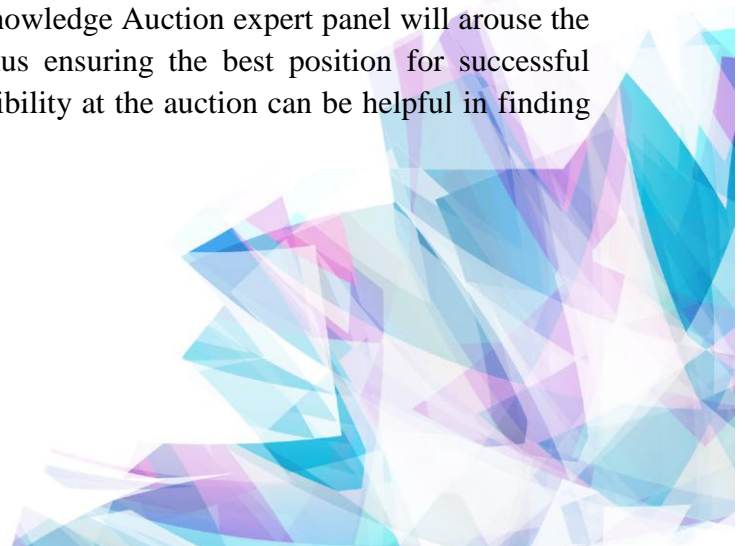
Knowledge owners can take advantage of this exclusive opportunity to present their know-how to a great expert audience and benefit from the auction's competitive atmosphere. In addition, the honour of being selected by the Knowledge Auction expert panel will arouse the interest of the most promising bidders and thus ensuring the best position for successful negotiations. Furthermore, the networking possibility at the auction can be helpful in finding suitable partners for future cooperation.

Coordinated by

German Institute of
Food Technologies

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Innovative companies should not miss this exceptional chance to gain access to latest scientific findings that will help to meet their needs and to improve their competitiveness.

The HighTech Europe Network of Excellence comprises 21 industrial and research partners from all over Europe as well as one research institute from Australia. One aspect of the project is the development of new knowledge transfer concepts aiming at enhancing the communication and the cooperation between research and industry. The overall intention of the project is the introduction of high-tech bio, nano and ICT technologies into food markets in order to strengthen the competitiveness of the European food industry, especially SMEs. To harmonize excellence in food research available within Europe, a European Institute for Food Processing will be established.

Venue: interpack 2011, Düsseldorf, Germany

Date: 17 May 2011

For application and more information please visit:

www.knowledgeauction.eu

www.hightecheurope.eu

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