



# Issues on Innovation and Technology Transfer in the Food Industry



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# The European Food and Drink Sector

Turnover	Employment	SMEs <sup>1</sup>	
<p><b>€ 965 billion</b> (+3.2% compared to 2007)</p> <p>Largest manufacturing sector in the EU (12.9%), ahead of the automobile and chemical industries</p>	<p><b>4.4 million people</b> (+0.8% compared to 2007)</p> <p>Leading employer in the EU (13.5%), ahead of the fabricated metal, machinery &amp; equipment industries</p>	<p><b>48.7%</b> of food and drink turnover</p> <p><b>63.0%</b> of food and drink employment</p>	
External trade	Number of companies	Value added (% of EU GDP)	Consumption (% of household expenditure)
<p><b>Exports € 58.2 billion</b> (+6.4% compared to 2007)</p> <p><b>Imports € 57.1 billion</b> (+8.4% compared to 2007)</p> <p><b>Trade balance € 1.1 billion</b></p> <p>Net exporter of food and drink products</p>	<p><b>310,000<sup>3</sup></b> Fragmented industry</p>	<p><b>2%</b> Stable</p>	<p><b>13%</b> Slight increase</p>
	EU market share of global export market	R&D (% of food and drink output)	
	<p><b>17.5%</b> (24.6% in 1998)</p> <p>Shrinking share of EU exports in global markets</p>	<p><b>0.37%<sup>2</sup></b> Insufficient R&amp;D expenditure</p>	

(1) 2006 data  
 (2) EU-15 figure in 2006  
 (3) 2007 data



# Innovation – Technology Transfer - Issues

- Highly divers Industry, 30000 businesses, different intersts, difficult to reach
- Cost of Nutrition Research / Claims
- Legislation is restrictive....Standard of Identities / GMO / Novel Food
- Limited IP Protection
- Small margins due to agresive Trade
- SME resources
- No common language between Academia and SMEs



# Impact of the regulatory environment on business activity



Time-spans that have been necessary to obtain approval for a Unilever novel food as of the submission of the formal application

Country	Application	Approval	Duration
USA	11 January 1999	30 April 1999	3 months
Switzerland	July 1998	24 September 1999	14 months
Brazil	4 March 1999	31 March 1999	1 month
Japan	29 September 1999	09 April 2001	18 months
South Africa	25 May 2000	26 May 2000	1 day
Australia	14 March 2000	30 May 2001	2 months
EU	November 1997	24 July 2000	31 months

Source: Unilever



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# Mission: ETP Food for Life

- **Optimise knowledge capture and dissemination of knowledge between member states and towards SME's**
- **Increase the speed and quality of innovation**
- **Increase / Coordinate R&D spending**
- **Focus, align and collaborate internationally between stakeholders**
  
- **Improve the competitiveness of the European Food industry**
- **Contribute to a healthier society**
- **Better contribute to sustainable food production**
- **Design 'food-you-can-trust' and engage consumers in dialogue**
- **Attract the right personnel and sustain careers**

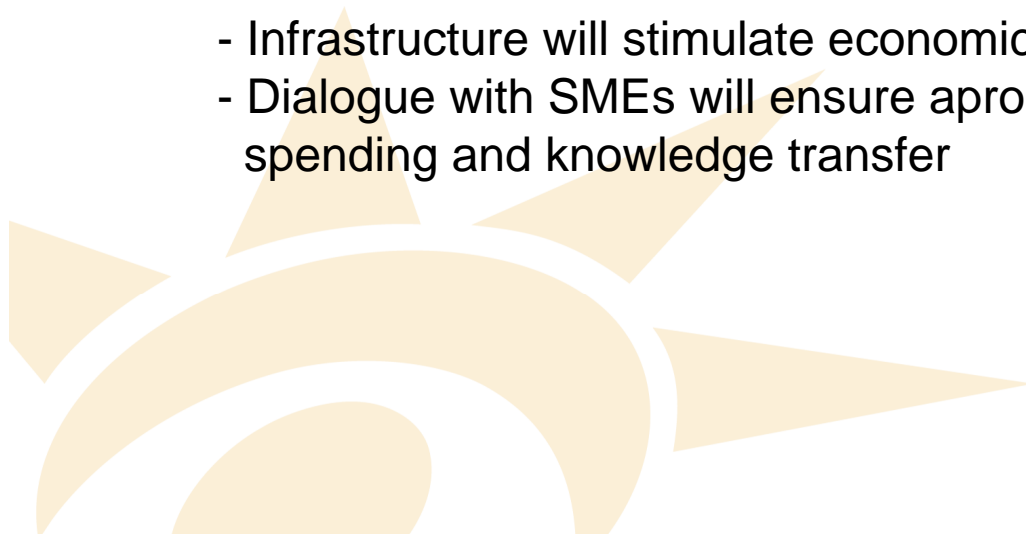




# Reccomendations

- Establish European Academy of Food Innovation
- Developp European Food Innovation Curriculum
- Use National Platforms to ensure knowledge transfer

- Infrastructure will stimulate economic Growth
- Dialogue with SMEs will ensure aprobriate R&D spending and knowledge transfer





***Thank you for your attention***

