

ØRESUND FOOD

- ANNUAL REPORT 2009





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10 YEARS AND HUNDREDS OF IDEAS

– Chairman's report



Mats Liljestam

Setting the agenda for the future

“10 ideas 10 years” is the theme of the annual meeting in 2010. The title points towards the future and reflects the will to involve everyone in setting the agenda for the future – something Øresund Food has done from the very beginning of existence.

Looking back at the past, and first 10 years with Øresund Food is an amazing journey. The high expectations from the early years with the Øresund Bridge and the “new” Øresund Region have been consolidated into a strong triple helix organisation with an European excellence format, reflected in the European RegioStar Award in 2008.

Enabling innovation in the food sector

In the beginning efforts were concentrated on setting up R&D projects between industry and academia in the whole Region, whilst stakeholders were learning about each other's competences. This is still an ongoing process but today the stakeholders know each other much better. This gives Øresund Food resources to involve in activities like innovation and refinement of the innovation methodology. As a whole, enabling the food sector with knowledge, to grow economically. Activities count a range of projects focussing on enabling a larger degree of innovation in the food sector. The latest example is the project Food Innovator with the aim of developing a consumer driven innovation tool with integrated food trends designed for the food industry.

An International project partner

Over the years the Øresund food cluster and Øresund Food have had many foreign visitors and delegations. This is an indication that the way we do things in Øresund is new and interesting for the world around us. This is also visible from the steadily increasing numbers of international projects Øresund Food is invited to participate in.

An example is the Food Innovation Network Europe (FINE) with the aim of creating joint projects between stakeholders in the Øresund Region and other food regions in Europe. A benchmarking study made within FINE showed that, when including the whole Øresund Region, the food cluster is at the very top in Europe when it comes to adding value to products in the food industry. Also when it comes to importance of the food sector for the overall economy of the region, Øresund is positioned at the top. The FINE project was recognised by the EU commission as a model project and has as such paved the way for many other funding schemes in EU.

Lobbying for a food KIC

EU has recently founded the European Institute of Innovation and technology (EIT). The aim is to increase the competitiveness of Europe through Knowledge and Innovation communities (KICs) with approximately 20 KIC-centres of excellence within different sectors. For Øresund Food the goal is to make sure that a KIC is appointed to the food sector and finally to make sure that the Øresund Region is actively and heavily involved when the KIC is established. Øresund Food is

a natural partner in this work and taking the lead of the lobby activities to make it happen. This is a natural result of 10 years of involvement in academia, industry, innovation and entrepreneurship in the Øresund region.

“Today Øresund Food involve in activities like innovation and refinement of the innovation methodology. As a whole, enabling the food sector with knowledge, to grow economically.”

Mats Liljestam

Chief Marketing Officer of **Nordzucker AG**
Chairman of the board – Øresund Food

ØRESUND FOOD - SHAPING THE FUTURE

– Letter from the Director



Maria Olofsdotter

Over the years I have been puzzled by the fact that nowhere and nobody could tell me the relevant statistics of the food sector as a whole. History shows that the food sector statistics have not been changed for many years leaving for example both the food ingredients and the food service sectors outside.

Working in a food cluster where economy and size are important for the description and function of the cluster, this lack of proper statistics needs to be dealt with.

Redefining the food sector

Therefore, Øresund Food is now happy to present the report “Redefining the food sector” which is a thorough description of the food statistics and the food science in the Øresund Region. We hope this work will prove useful for as many as possible both when presenting our food cluster and arguing for the importance of the food sector as such.

A top-ten cluster organization

2009 has been a year where clusters and cluster policies has been on the political agenda, especially in EU. It has been discussed how to measure results of cluster facilitating organisations like Øresund Food. A Danish initiative, “RegX”, was given the task by the commission to iden-

tify measurements that could describe the work done by cluster facilitators. They chose a German model, developed to evaluate performance of all major German clusters (in different disciplines), and tested it on three clusters, Øresund Food, Øresund IT and Robocluster. The results were fantastic and Øresund Food was evaluated to be one of top-ten cluster organisations in Europe. This of course should not make us simply lean back and smile but it is an encouragement for the future. The way we work is showing results and we should keep doing this with even more and better activities, more match making, more industry relevant research projects and more international contacts.

Food for opportunities

2009 has been a year of growth and hope in the middle of a financial crisis. Food is important for everyone in our daily life and at the top of identity making among consumers. “You are what you eat” is more true than ever. This gives us an excellent opportunity

for dialogue with the consumers in the food innovation processes. A business – consumer – knowledge partnership has the potential to become a win-win situation for all stakeholders. Products the consumers want to pay for, products with added value through knowledge, a food sector even more interesting for students etc. Let us use this opportunity!

Maria Olofsdotter

Director of Øresund Food



ACTIVITIES OF THE YEAR 2009

JANUARY

- The “baltfood” project is initiated
- PhD-project co-financed by “Healthy Growth” initiated: “ProSat - effects of probiotics on satiety”
- A Japanese delegation from a newly launched cluster in life science and ICT visits Øresund Food
- Øresund Food participates as experts in a Polish conference on cluster development
- Øresund Food is a part of the Baltic Metropolises Network’s initiative BaSIC - Baltic Sea InnoNet Centres
- A Korean delegation visits Øresund Food
- The Food Innovation Network budget of 12 mill. kr. (1.6 mill. €) is approved
- Introductory course: Getting started in Sweden
- Winter School 2008-09: Innovation Seminar with Hybrid-state ab: Methods for documentation of the positive effects of pre- and probiotics.
- Winter School 2008-09: Seminar 3 - “Gut Microbiota & Inflammation”
- The administration of Øresund Food is moved from Copenhagen University to Roskilde University
- Øresund Food is represented at a course on “Advanced Cluster Facilitation”
- Lars Montelius is appointed as Director of Øresund University and Øresund Science Region

FEBRUARY

- “Healthy Growth” supports development of the course “Lipid Forum Academy - an introduction to lipid science and technology”
- Tema 09 with Øresund Food organised speakers corner
- Winter School: Seminar 4 - “Pre-and Probiotics”
- Innovation workshop with firstmove: “Food and Innovation - What will we eat in 2020?”
- Øresund Food heads a delegation to Northern Italy
- Øresund Food gives a presentation at a conference arranged by the Danish Ministry of Food, Agriculture and Fisheries
- Innovation Seminar with WorkZ: “Phospholipids”

MARCH

- Participation at the Kick-off conference for “Knowledgecenter for Food Development” in Holstebro
- Conference on future and strategy by ØSR/ØU



ANNUAL
DELEGATION
SEMINAR 3
COURSE

- Workshop: “Seafood and health (ingredients). What is the full story for the consumer and industry?”
- **Annual Meeting, Debate: “Growth in Times of Crisis”**
- “baltfood” kick-off seminar and steering group meeting in Lübeck, Germany
- Øresund Food gives a presentation on health claims at Nordic Council of Ministers
- Winter School: Seminar 5 - “Winter School conclusions & discussion about future research”

APRIL

- Øresund Food gives a presentation on food clusters at Sabadell University, Spain
- Opening conference at AU FOODNET in Århus, Øresund Food represented
- Delegation from France and the French Embassy visits Øresund Food
- “baltfood” workshop: “Cluster Analysis” and “E-learning for the Food Industry”
- Meeting between Øresund Food; Food Valley, NL; Finland Food Cluster and a group from Lille, F about excellence in food and health
- “LearnShops” at Malmö Mässan by Øresund Food

MAY

- One-day-meeting: “Food for Elderly” organised together with DaneAge Association
- A Korean delegation visits Øresund Food
- Knowledge maturation project financed by Healthy Growth (Øresund Food): “Test of Malmö Dining - a modern Nordic food concept for the global market”.
- Delegation from Food Cluster Navarra visits Øresund Food
- First meeting on “Nordic Food” by Væksthuset København
- Visit from Norwegian Cluster Facilitator at Øresund Food
- Øresund Committee Round table meetings: “Business in a border region”

JUNE

- Information meeting at Axelborg: “Future of the food industry in Øresund, Knowledge and Innovation Community”
- Øresund Food heads a delegation including Copenhagen Capacity, Invest in Sweden and SLU at NutrEvent in Lille, France
- First network meeting on HR and food, by JobAdvice
- Symposium with Lipidforum: 25th Nordic Lipid Symposium
- “Healthy Growth” finances preparation of the course: “Product development for health and taste”

EVALUATION REPORT PUBLISH BOOK



JULI

- Evaluation report: first half year of "baltfood"
- "baltfood" report: **"Implementation of Best Practices in the Delivery of Further Education to the BSR Food Industry"** by Jenny Bergsten

AUGUST

- Øresund Food report published: **"From Professional Network to Knowledge Based Innovation"** by Nils-Olof Jönsson
- Training on Clusters by Væksthuset and Øresund Food - Module 1
- Information meeting: "Food KIC (Knowledge and Information Community) in the Øresund Region"
- Knowledge maturation project financed by "Healthy Growth": "Food-Drug Synergies"
- PhD-project co-financed by "Healthy Growth" (Øresund Food) initiated: "Bacterial impact on the intestinal metabolome"
- Book published: **"Mat på arbetet dygnet runt?"**

SEPTEMBER

- "baltfood" workshops in Kaunas, Lithuania: "E-learning Strategies". Øresund Food involved as planners and speakers
- Training on Clusters by Væksthuset and Øresund Food - Module 2
- PhD-project co-financed by "Healthy Growth" initiated: "Development of a healthy New Nordic Diet"
- Knowledge maturation project financed by "Healthy Growth": "Prebiotics and fibres from seaweed and algae" initiated
- Participation at international conference on clusters by The Technopolicy Network: "Shaping Science Based Cluster"
- Winter School 2009-10: Seminar 1 - "DHI's Group's meeting on cancer"
- Seminar in Tallinn by "Better Food at Work": "Better food at work - the nordic and baltic experience"
- The "Food Innovator" project is established, kick-off hosted by Øresund Food
- "baltfood" study is launched: "Monitoring transnational Food Trends"

OCTOBER

- Workshop: "Innovation Ministry" by "Food Innovator"
- Training on Clusters by Væksthuset and Øresund Food - Module 3
- Food Valley Yearly Conference; Wageningen, Netherlands
- PhD-project co-financed by "Healthy Growth" initiated: "Innovative applications of marine phospholipids for development of healthy foods"
- Creative Workshop by "Food Innovator"
- Wold Innovation Days in Poznan, Poland. Presentation by Øresund Food: "Learning lessons in the development of food clusters"

NOVEMBER

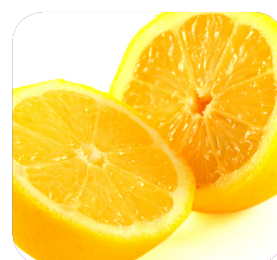
- Kompetenznetze Germany ranks Øresund Food as a top-cluster
- Øresund Food represented at "Food for Life" in a discussion of a Food Knowledge and Innovation Center
- Funding for promotion of a Food KIC (Knowledge and Innovation Center) is granted from the Danish Agency for Science Technology and Innovation
- Training on Clusters by Væksthuset and Øresund Food - Module 4
- PhD-project co-financed by "Healthy Growth" initiated: "Will vitamin D fortified food benefit the Danes?"
- Øresund Brokerage, Matchmaking meeting between ØSR/Øresund Food and three Northern German regions
- First Workshop by "LMC Vitamin Network"
- Winter School seminar 2: "Overview of the field of bioactive compounds"

DECEMBER

- Training on Clusters by Væksthuset and Øresund Food - Module 5
- Winter School 2009-10: Seminar 3 - "Bioactive Compounds Mechanism of action"



WORKSHOP
PHD STUDY
PROJECT
SCHOOL



PROJECTS IN FOCUS

Interconnected strategic areas

Øresund Food focus on three overall strategic areas: Food & Health, Production & Sustainability and Gastronomy & Sensation. These areas are all interconnected and holds unique opportunities for creating cross-disciplinary collaboration projects.

Present projects

During 2008 and 2009 Øresund Food initiated three of

our present projects, of which “Healthy Growth” is the largest project in Øresund Food’s history. Within “Healthy Growth” the subproject “Redefining the Food Sector” was begun. Other ongoing projects are “Food Innovator” and “baltfood”.

On the following pages you can read about the focus areas and present projects in focus.

A HEALTHY PROJECT - Food & Health



Mie Bendtsen

“2009 was a very active year for “Healthy Growth”. The project focus is on development of tasty and health promoting foods. “The goal is to increase collaboration between partners within the health, food and nutrition areas in the region, and today we see networks, originally initiated by the project, stand on their

own” says Mie Bendtsen, project manager on “Healthy Growth”. Mie is specifically referring to a network on “phospholipids”, which has been active since 2005 and functions fully independently, but also network activities on “food for many”, “food for elderly” and “vitamins” have been organised with partners this year.

Popular Winter School

In 2009, the first series of Winter Schools, related to research on “the gastro-intestinal tract, allergy, obesity and probiotics”, was round-ed off and evaluated in March, after 6 successful seminars. The participants expressed their satisfaction with the Winter School in their evaluation and gave very positive feedback. In order to continue research on the theme, participants and organisers applied for money to establish a research alliance on the gastro-intestinal tract. “It is a shame that this funding application was refuted in its final round, but I was glad to experience the good cooperation between the involved partners”.

Winter School 2.0

The enthusiasm and positive feedback gave “Healthy Growth” and it’s cooperation partners reason to prepare

another round of the Winter School, now with a new focus area: “Bioactive Compounds in Foods”. The first three seminars in the Winter School 2009/10 were held in the autumn, and the remaining three in January, February and March of 2010. Several PhD-students took advantage of the possibility of obtaining ECTS-credits through participating in 5 of the 6 seminars in the first Winter School, and the current Winter School gives students the same option.

From tiny details to worldwide perspectives

But “Healthy Growth” is much more than networks and Winter Schools. Mie Bendtsen lists a large number of initiatives and activities in 2009: 4 Ph.D. projects, 3 educational courses and 4 knowledge maturation projects were initiated and a published book on Food at Worksites concluded a study and became the springboard for a Nordic and Baltic cooperation on the subject. In other words, Healthy Growth covers detailed research and puts it in international perspectives. Much more science and cooperation is to come in 2010 – as long as its goal can be defined as health-promoting!

“Healthy Growth” is funded by The Capital Region and the EU Regional Development Fund.



Vækstforum
Hovedstaden



THE EUROPEAN UNION
The European Regional
Development Fund



Investing in your future

A SUSTAINABLE FOCUS

- Production & Sustainability

As the global climate conference hit Copenhagen in 2009 and attracted international attention, the environmental focus in the Øresund Region reached new heights. Focus on sustainable food production and processing was enhanced, and therefore, the name of Øresund Foods focus area Production & Processes was changed to Production & Sustainability.

Focus 2010

For Production & Sustainability 2009 has been a year for observation. In 2010 Dorthe Bjergskov our project manager for



Alan Friis

this focus area, returns from maternity leave and we have pin-pointed a number of focus areas. “The increasing public and political concern for the environment together with changing consumer demands puts a pressure on food producers to improve their

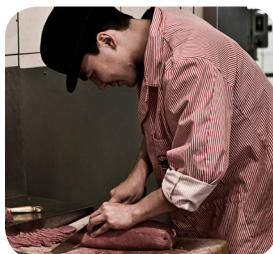
processes”, says Alan Friis, Deputy Director of DTU Nanotech and Member of the Øresund Food Board.

Think green – be green

There are plenty of areas in which there is room for improvements; water used for food production and processing and the treatment of waste water is one of them. Another area is waste in general. Yet another one is energy consumption in production.

“Food producers must focus on energy saving through recycling

and conversion of waste into useable products as well as design of food systems with a higher degree of sustainability and possibly development of new processes.” Alan Friis expresses, “there is a great challenge ahead of us: We need to help the industry to generate and implement new solutions that can minimize impact on the environment without damaging the companies’ competitiveness or compromise the consumers demands”.



PAVING THE WAY FOR BETTER MEALS

- Gastronomy & Sensation



Jenny Bergsten

Øresund Food's work with Gastronomy & Sensation intends to help pave the way for better meal experiences. Basically, there are two ambitions behind this, and they are equally important. "On one hand, meal experiences are linked to the physical and psychological well-being of individuals. And it is of societal inter-

est to raise the quality of everyday meals, no matter if you eat at home, eat out or you are being served a meal in a public care institution. On the other hand, there are also new business opportunities embedded in the ambition of improving meal experiences" says Jenny Bergsten, Project Leader of Gastronomy & Sensation.

"It is of societal interest to raise the quality of everyday meals, no matter if you eat at home, eat out or are being served a meal in a public care institution"

A 360° experience

A meal situation is a 360° experience – all senses, social aspects, functionality, health impacts and so on are involved. The exploration of the 360° needs of consumers could be the stepping stone for developing new innovative products and services with a high added value for many food companies.

Users are the key for innovation

One example where we try to boost the innovation pro-cesses of food companies towards experience and sensation is the project "Food Innovator". Here we are developing a tool for user involvement in the early stage of the innovation process in order to improve interfaces

between producers and users; business and consumers.

Theory and practice on cluster facilitation

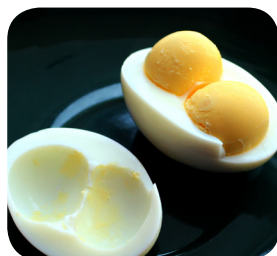
Parallel to this, in 2009, we have made an effort to empower key persons in the cross field of Gastronomy and Sensation as so called "cluster facilitators". Within the scope of a competence development initiative run by Væksthus Hovedstaden over 2009-2010 they have been offered competence development in cluster related subjects, process facilitation, network creation, branding and much more.

Øresund Food contributes to the organisation of this initiative and we have already seen some good results. Some unusual cross-disciplinary links have been created, as key persons from clean-tech, fashion and the experi-

ence economy participate in the forum. Moreover, spin-off projects are on their way. A project focusing on "innovation coaching" for food SMEs with an ambition to create new experience-oriented products or services is an example of this.

More on Nordic Food

Finally, during 2009 we have also been following, and giving input to, the new program for "New Nordic Food" which is to be launched in the beginning of 2010. On my desk I have some sketches for project collaborations in this area. Even though it is no longer "new", we still believe there are huge opportunities embedded in the concept of Nordic food!



FOOD INNOVATOR

- an innovation tool for the food industry

With funding from the Danish Enterprise and Construction Authorities programme for User driven Innovation, Øresund Food has joined forces with firstmove in the project “Food Innovator”. The aim of the project is to develop an innovation tool for the food industry, that will facilitate idea generation in the early stage of the innovation process.

Consumer involvement

The Food Innovator tool will integrate food trends and consumer behavior. In addition, there is a special emphasis on experience and sensation as added values to new food stuffs and meals. This is a new way of involving the consumer in product development and thereby increasing efficiency and profitability in the industry through the creation of products that the consumer really wants.

First movers as a market indicator

The tool will exploit the insights of so-called first movers,



Kirsten Poulsen

i.e. the 3% of the population that recognize emerging trends and anticipate consumer behavior by one to two years. Such valuable information will allow food producers to be a step ahead in terms of future demands. “If you know what the first mover’s be-

haviour is today, you will have a reliable view of what the mass market will demand tomorrow. By involving the most innovative consumer, we create a window of opportunity wherein the product can be developed. The mass market’s demand for a new product will be gradual, but over time the demand will grow”, says Kirsten Poulsen, CEO of firstmove.

A challenging environment for food producers

Consumer preferences increasingly demand new takes on products. Consumers want climate-friendly and organic food, local produce and calorie information on restaurant menus. They want ‘homemade’ food – cooked by someone else. This creates a challenging environment for food producers. For small- and medium-sized companies the Food Innovator tool will be a great offer, as it will help them generate ideas within their own firm and customer group and this within a reasonable budget.

Partners in project

Several other partners, with expertise in different fields, have been involved in developing the many facets of “Food Innovator”. Here amongst Kvistgaard Consulting, Innovisor and Videntes and the food companies Stryhn’s, Dragsbæk and Lantmännen who are testing the tool on their customers.



BALTFOOD

- innovation and competitiveness in action

In 2009 the project “baltfood” was launched in the Baltic Sea Region Food Cluster with support from the European Union. In order to ensure an upbeat recognition of food trends resulting in marketable products the aim of the project is to foster innovation and take the food industry to the next level. “baltfood” will secure a dynamic market by addressing common challenges and channeling know-how in process and product innovations through transnational cooperation.

A trend radar for the future

“The Baltic Sea Region is an important and growing market and developing the cluster activities in this area will be a main focus during the coming years. In this project we have developed a trend radar to better understand the complex consumer and the driving forces behind different behaviours – why do we act as we do and how will we act in the



Lotta Törner

future? Not only does “baltfood” provide us with new and interesting data and information, but ensures ongoing learning processes and interaction between all the participants”, says Lotta Törner, Managing Director of Skåne Food Innovation Network and Boardmember of Øresund Food.

The project partnership consists of 13 national and regional organisations from the business and scientific communities and integrates local, regional and national food cluster organisations around the Baltic Sea into one commonly managed food cluster, thus making regionally embedded knowledge available on a wider geographical basis.

Øresund Food has been involved in the development of an e-learning course directed at the food sector and is more-over in charge of stimulating spin-offs. This includes seed project services which entails process facilitating, seed money and match-making.



PREPARING FOR THE FOOD FUTURE

- a Food KIC to the Øresund Region?

The sick man

Europe is mockingly called “The sick man” with reference to the EU-27 countries’ low growth rates. However, the saying has another touch of truth, as at the same time, Europe faces serious welfare related health challenges. Thus, Europe is facing external as well as internal future challenges, some of which are hoped to be solved through science and innovation.

From ivory tower to applied science

But if society is to benefit from science, scientific results need to be translated into applicable solutions and marketable products. “Production companies highly depend on technology innovation and we welcome the idea of a close cooperation between research, innovation and education to the benefit of companies and other stakeholders in the food sector”, says Svend Erik Sørensen, Vice President of one of EU’s largest meat companies Danish Crown and Chairman of the Board at Centre of Advanced Food Studies (LMC).



Svend Erik Sørensen



Anders Axelsson

The Triple Helix model

Svend Erik Sørensen is referring to the triple helix collaboration Øresund Food already executes, facilitating networking and knowledge exchange between authorities, researchers and private companies. Maria Olofsdotter, Executive Director at Øresund Food explains: “When people meet at Øresund Food, we find common ground for further development”. She gives an example of applied science. In a project on whole grain supported by Øresund Food, scientific research on health benefits and taste preferences of whole grain lead to a wholegrain-label for guiding consumers and to the development of new products by the involved companies. “We need many more of these types of synergies in Europe, this way both Europeans health and the region’s competitiveness can benefit from laboratory work”, Maria Olofsdotter says.

Can a food KIC address the rising challenges in the food sector?

Knowledge and Innovation Communities

This is why Øresund Food is working on attracting a “Food KIC” – a Food Knowledge and Innovation Community to the region. In order to strengthen cross-border science exchange and innovation within selected areas of knowledge, the European Institute of Innovation & Technology (EIT) has created a fund to support the establishment of such Knowledge and Innovation Communities (KICs). By the end of 2009, 3 KIC’s were designated within climate challenges, energy supply and ICT respectively. “Connecting World Class research with strong companies across various regions of Europe will strengthen the European competitiveness internationally.” Anders Axelsson, Dean of Lund University Faculty of Engineering expresses.

The best or the biggest?

But the already designated KICs highly depend on the involvement of large multinational companies, which is not possible for the food sector, as the market structure differs: “The food industry has many more players than ICT and the energy sector, for instance. Therefore, Europe has to focus on creating a sustainable environment for the many innovative companies

in food business. This can be done by supporting quality knowledge development and exchange combined with innovative environments” Anders Axelsson explains. “It has to start with the students. We must give them the best possible conditions and motivate them to move on with their ideas.”

KIC Promotion improves food science

In order to promote the establishment of a Food KIC, communications- and lobby offices have been established in Sweden and Denmark in 2009 and the beginning of 2010. “This is to secure alignment of interests and also strengthen cross-border collaboration.” “The promotion work will in itself improve the quality of innovation in the field, as it will undoubtedly support networking”, Maria Olofsdotter concludes.

At Øresund Food we hope that a Food KIC will be granted within the next years. This will, no matter where and who is involved, strengthen the European competitiveness and, if focused correctly, it can address some of the rising health challenges within and outside the European borders.

INTERNATIONAL COLLABORATION

- Øresund Food and Food Valley - a valuable connection

At Øresund Food we believe that new ideas are created by people meeting different people. International collaboration is not only a necessity in order to keep updated with the global market trends and tendencies. It is also in the meeting and cooperation with the world around us that we evolve, get stronger and better. Øresund Food has previously worked closely together with Food Valley in the project “FINE” and in match-making events and has several cooperation projects in the pipeline.

“Øresund Food is an important partner for Food Valley. Not only is Øresund Food located in a very interesting



Roger van Hoesel

knowledge intensive region, it is also a very fine example of how the triple helix can work in real life”, says Roger van Hoesel, Managing Director at the Food Valley in Holland.

“Next to its strong knowledge base, as in Food Valley, Øresund

Food pays a lot of attention to developing and maintaining good relationships with its stakeholders. In other words: a highly professional and pleasant partner to work with”.

AN INEVITABLE PARTNER

- increasing interest from Korea

Øresund Food has in the last couple of years experienced an increasing interest from Korean industry, authorities and media. Øresund Food cooperates with Kotra to centralise all contacts from Korea in one single point of contact. Kotra arranges relevant visiting programmes for a number of Korean delegations with the help of Øresund Foods members and networks.

A role model cluster organisation

Kotra views Øresund Food as a role model for administration and facilitation of a food cluster with global companies as members within food and bio-tech, such as Danisco, Chr. Hansen and Novozymes. Regional development has special focus in Korea these years optimising infrastructure and industrial areas to increase growth, the food sector, R&D clusters and Free Economic Zones for international companies. Within the food sector Kotra regards Denmark as a pioneer country and Øresund Food as a central partner in Denmark and the Øresund Region.



Brit Kim Bech

“As a network organization Øresund Food represents a strong resource and partner in relation to presenting overview and insight in R&D together with business models for Korean delegations from both public and private sectors”, says International Business Consultant Brit Kim Bech from Kotra.

Expert knowledge within the food sector

As a public organisation Kotra welcomes the opportunity to present an official network organisation such as

Øresund Food to their delegations, in order to ensure a qualitative, and an exceedingly high degree of information. Kotra is of the opinion that Øresund Food possesses expert knowledge within the food sector in Denmark/Scandinavia and this makes them an inevitable partner in gaining insight into the various markets.

Kotra, Korean Trade-Investment Promotion Agency under the Korean Ministry of Knowledge Economy, has since 1962 facilitated Korea's export-led economic development through overseas surveys and business match-making.



NEW BRAND - SAME PERSONALITY

- the bigger picture

Øresund Food is part of a large family. This family provides a workplace for over 50 people, that in 2009 alone generated 17 knowledge, innovation and cooperation projects attracting over 30 mill. Euro to the region. Since 1997 our mother organisation has been characterised by a bottom-up growth process, focused on the disciplinary areas within the organisation.

One of our strengths is our ability to create cross-disciplinary collaboration. This approach is furthermore inspired by the fact that Øresund Food, have access to 3 other cluster organisations right down the hall. This is a story we would like to share with the rest of the world. Therefore the organisation, in 2009, decided that it was

time for a change, time to put the pieces together, speak with one voice and create one outstanding brand. Øresund Org is not a new organisation - it is simply our way of saying we are part of the same family, that together we are stronger and that everything we do is interconnected.

As a part of this change Øresund Food Network will now simply be known as **Øresund Food**. Our logo has changed and now clearly shows our connection with Øresund Org. The look of the Øresund Food webpage will also change. You will still be able to find all the interesting news and events from Øresund Food and its members but now the webpage also provides an easy entryway to the whole Øresund Org family.



Did you know?

Øresund Org is a Danish-Swedish organisation founded in 1997 by the universities in the region. At Øresund Org we bring 11 universities, hundreds of businesses and major authorities together, creating cross-border networks and projects that shape your future.

Within the scope of Øresund Org you will find a series of cluster organisations within Food, ICT, Logistics, Environment and Entrepreneurship. Øresund Campus, also a part of the organisation, focuses on student mobility and educational collaboration. Last but not least Øresund Green House, is our project nesting bank.

Øresund Org is financed by the participating universities, the Capital Region of Denmark, Region Skåne, Region Zealand, Øresund Org's members and the EU.

Øresund Food - History

1999: Øresund Food Network is founded as an Interreg project under the Øresund University.

2002: The project is so successful and strong that Øresund Food Network becomes a permanent platform in Øresund Science Region under Øresund University.

2009: Øresund Food Network is promoted simply as Øresund Food and plans new logo and new webpage in 2010.

BOARD



Mats Liljestam
Nordic Sugar (Chairman)



Niels Gøtke
Danish Food Industry Agency



Annelise Fenger
Danish Veterinary and Food Administration



Birthe Jessen
University of Copenhagen



Lars Montelius
Øresundsuniversitetet



Lennart Svensson
Region Skåne



Ulf Åberg
Region Skåne



Mats Larsson
Lantmännen (Vice chairman)



Torben Bo Toft Christensen
Danish Agriculture and Food Council



Alan Friis
Technical University of Denmark



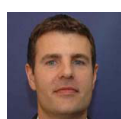
Anders Nilsson
Swedish University of Agricultural Sciences



Lotta Törner
Skåne Food Innovation Network



Ingegerd Sjöholm
Lund University



Lars Zøfting-Larsen
Confederation of Danish Industries
Replaces Ole Linnet Juul



Ole Linnet Juul
Confederation of Danish industries
Former member of the board

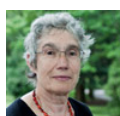
SECRETARIAT



Maria Olofsdotter
Managing director



Mie Bendtsen
Project Manager: Food & Health



Jytte Josephsen
Project Coordinator



Nils-Olof Jönsson
Project Coordinator



Dorthe Bjergskov Nielsen
Project Manager: Production & Sustainability



Jenny Bergsten
Project Manager: Gastronomy & Sensation



Julie Qvistgaard
Communication Coordinator



Maria Nyberg
Project Assistant



Mogens Bisgaard
Communication Consultant

MEMBERS

Øresund Food's memberlist represent food manufacturers, bio-tech, ICT, design, innovation and professional associations. Large, medium and small companies, government agencies and municipalities, universities and research institutions are also represented.

A

3A Business Consulting
ActiFoods Aps *
Agro Business Park
A H Process
Arla Food amla

B

BioGaia AB
Biomedical Nutrition (Biomedicinsk nutrition, Lund University)

C

Center for Molecular Epithelial Cell Biology, LIFE/
KU
Centre for Advanced Food Studies/LMC
Chr. Hansen A/S
CNTA-Ebro Laboratory
Coesam Scandinavia *
Colloidal resource AB
Confederation of Danish Industries
Copenhagen Institute of Technology – Aalborg
Universitet, København *
CO-RO Food A/S
Cultimedia Information AB

D

Danisco A/S
Danish Food Industry Agency
Danish Meat (DanskeSlagterier)

Øresund Food is your knowledge and innovation network within the food value-chain, and has been evaluated as a top-performing cluster organisation. We facilitate knowledge-based economic growth in the Region through collaboration, and by initiating, coordinating and participating in multidisciplinary projects within Food & Health, Production & Sustainability, and Gastronomy & Sensation.

Dansk Landbrugs Grovvarereselskab DLG
Department of Food Science (IFV) LIFE
Dept. of Trade & Industry, City of Helsingborg
Dining Development
DTU

E

Erhvervs og Byggestyrelsen

F

FF Skagen
Firstmove aps
Functional Food Science Centre, FFSC
Fødevarestyrelsen

G

GastroNovum
Grønt Center Fødevareplatform Region Sjælland

H

Halskov & Dalsgaard Design

I

IBERFRUTA MUERZA, S.A.
IdeaTech
Ideon Agro Food
IFAU -Institute for Food Studies & Agroindustrial
Development
Institutionen för livsmedelsteknik LTH

J

JobAdvice *

Jomfruens Egede

K

Kost & Ernæringsforbundet

Kristianstad University Culinary Arts & Food Sciences

L

LABORATORIOS CINFA, S.A.

LÁCTEOS BELATE

Landbrug og Fødevarer

Lantmännen R & D

Livsmedelsföretagen Li

Lund Food science Centre (Livsmedelscentrum Lund, LCL)

M

Ministry of Agriculture, Food and Consumer Affairs

N

Nordic Council of Ministers / Nordisk Ministerråd

Nordic Sugar *

Novozymes A/S

O

Oatly

P

Pipersglace AB

Plantedirektoratet

Probi AB

Procordia Food AB

ProOffice Life Science *

Pure and Applied Biochemistry LTH

R

Region H

Region Skåne

Rieber & Søn Danmark A/S

S

Sesam

Skåne Food Innovation Network

Skånemejerier

SLU-Alnarp

Svalöf Weibull AB

T

Teknologisk Institut, Emballage og Transport

Teknopol AB

The Swedish Institute for Food and Biotechnology (SIK Lund)

Toft Care Systems ApS

TænkSundhed *

U

Umami

University of Copenhagen

University of Navarra. Dept. of Nutritional Sciences, Physiology & Toxicology

University of Navarra. Dept. of Pharmacology and Pharmaceutical Technology

UVE, S.A.

V

VIFFOS - Videncenter for Fødevarer og Sundhed

VIFU (Videncenter for fødevareudvikling)

Viventes

Ø

Øresundskomiteen

Øresundsuniversitetet

* New members

FINANCIAL

The Øresund Food basic funding is minimal in consideration of the level of activities in the network. The activity level can only be maintained due to the many projects that Øresund Food has been able to attract. Longterm, however the basic funding and the member fees have to rise, to make sure that the organisation can keep up with the high level of project support. The result this year is positive which is deducted by earlier years negative results.

Financial report 2009, TKR SEK, Øresund Food

	BUDGET 2009	TOTAL
INCOME		
Basic Funding	2.000	1.400
Member fees	600	750
Conference fees	100	
Project support	100	
Consultancies	10	
Maternity refusion	427	
TOTAL INCOME	3.237	2.150
COSTS		
Salaries & soc. costs	1.846	1.234
Rent	330	83
Running costs	395	739
TOTAL COSTS	3.237	2.056
RESULT	0	94
INGOING BALANCE		-244
OUTGOING BALANCE		-150

Figure 1. Øresund Food income pr. 2009
Basic funding, members fees and projects

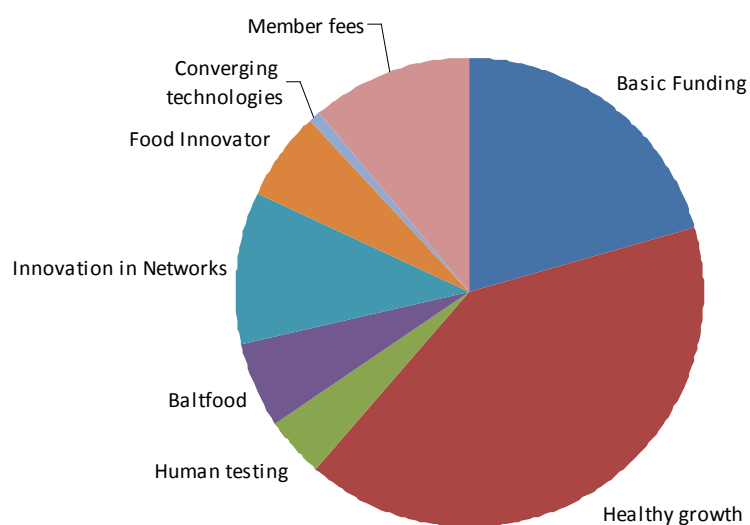
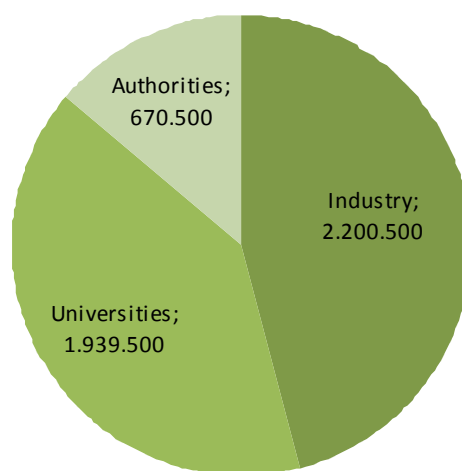


Figure 2. Value of the active involvement of stakeholders in Øresund Food. (Hours used in the organisation and its projects in 2009)







WWW.ORESUND.ORG/FOOD