

Food in the 24 hour society



Collaboration secures growth

Collaboration across borders is one of the best ways to utilize the possibilities given by globalization. Cross cultural, cross border collaboration combines competencies and traditions in a new dynamic and creative manner securing economic growth through knowledge driven development.

Request for high quality fast food

The food sector is very important in the Oresund region and compasses 25-30% of the total labour force. Therefore, for the Oresund Region it is of special importance that the food industry performs well in the future. According to the Danish food industry (11-2005), "the food sector has to focus on high value added food products, such as convenience food and functional food". This is in agreement with the global megatrends estimating convenience food to be of major importance in future societies. A recent study made by Firstmove, (Politiken 09.09.2008) points out that; regional consumers increasingly request "fast food of high quality".

Innovation in the Oresund Region

Responding to the need of consumers, the food industry will require a targeted effort on knowledge based development and innovation. Today's problem is the lack of collaborations, especially, across the Oresund border. To foster the Oresund regional collaboration, resulting in knowledge based new product development, innovation and new production in the food sector, stronger links to the regional universities needs to be developed. This includes building knowledge and efficient knowledge transfer structures animating towards innovation.

Food retailers to promote easy healthy meals

Fortunately, the Oresund region has great possibilities to solve the problem, due to the fact that most of the public Danish and Swedish food research takes place in the Oresund Food region. Besides this, the two countries has developed different cultures and traditions within the food area and this is not yet been exploited, but could be utilised to create new interesting solutions. A target action to get the food retailers and the universities on both sides of Oresund for together to promote easy, tasty and healthy meals, has the potential to create development and growth in the food sector in the Oresund region.

A centre of innovation

The actors on both sides of Oresund will, through closer collaboration and mutual inspiration, get better possibilities for creating new solutions for meals and for expanding their collaboration to the other side of Oresund. This project will offer new contacts and knowledge transfer between the universities and companies in the region. This will take place by expanding the network that Øresund Food Network already has made and by creating centre of innovation. Here will the food service sectors and companies could get contacts to the other side of Oresund and also get knowledge to multidisciplinary research knowledge and possibilities for collaboration from scientists in the Oresund region.

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