

**October 2016, 3 > 7 – Aarhus (Denmark), Göteborg, Smögen, Skara (Sweden)**

**Scandinavian mission for inspiration about the food factory of the future !**

17 members of the french competitiveness clusters Valorial, Vitagora, Aquimer and Agri-Sud Ouest Innovation (manufacturers, service companies and animation structures) were participating to the mission.

The rich program of meetings and visits illustrated initiatives and good practices of our European neighbours allowing the participants to imagine new production models, to think about a better integration of food industry in its environment by engaging societal issues and enhancing the coproducts valorization. Our partners (among them Agro Food Park, Danish Food Cluster and SP Food and Bioscience) have brought us many sources of inspiration and opportunities for collaboration.

Despite their geographical proximity and the existence of specific trade agreements, Denmark and Sweden are marked by cultural differences:

- Denmark, small European country, owes its strong international competitiveness in the food industry, especially in meat and fish production, in a push exploitation of primary resources and co-products, the integration in a common location of its strengths in innovation: the Agrofoodpark in Aarhus where the start-ups coexist with R & D centers of international actors such as Danish Crown and Arla, offering them a commercial dynamic (international visibility, numerous qualitative events with support of larger groups to the benefit of all)

- Sweden, the third country in Europe area, sparsely populated, has adapted to the natural constraints by implementing innovative initiatives: circular economy or integrated ecosystems, supported by local authorities, which mingle environment, industry, innovation and tourism but also the will to bring confidence to consumers with the preference for local production, the mobile abattoir ethics, many labels on food products from supermarkets (Bio, nutrition, clean label ...). Sweden aims to be displayed among the global benchmark in gourmet dining. It is also the market of new technologies and new trends.

On the way to the philosophy of « New Frontiers in Food », thank you to all who made the richness of that mission!

More infos : [valerie.beauvois@pole-valorial.fr](mailto:valerie.beauvois@pole-valorial.fr)

