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FOOD
NETWORK

- WHERE RESEARCH
AND BUSINESS MEET

Learning lessons in the development of food clusters

Maria Olofsdotter, CEO, Øresund Food Network

Maria Olofsdotter – Regional programme of innovative actions, Pamplona - Nov 2008

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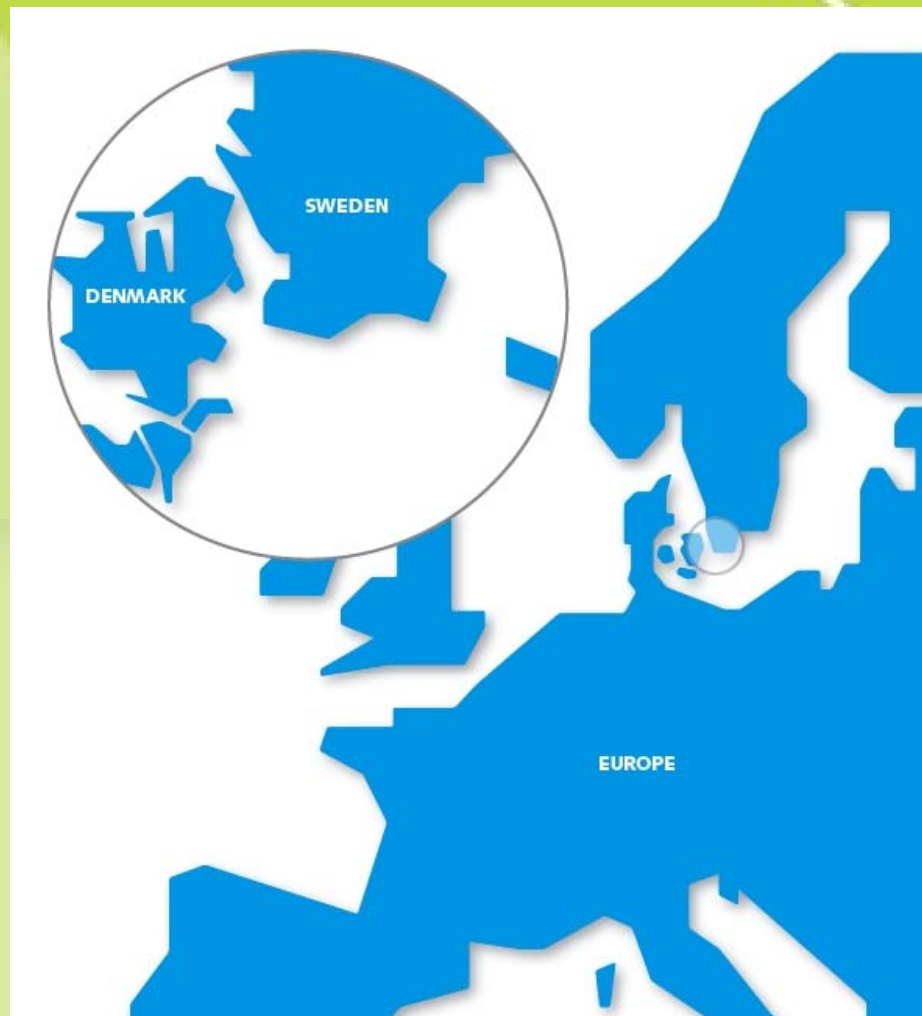
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The Øresund Region



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Øresund - In Figures

- 3,6 million people
- 12 universities
- 150.000 students
- 6,500 PhD students
- 14,000 researchers
- Over 80 % of the population in DK + SE speaks English
- 5 science parks – IDEON/Lund one of the largest in Europe
- 2 international airport/2 regional airports

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The Øresund food region

- 225,000 employees in the food industry
- 4,000 scientists/food technologists
- 3,000 students in food science and related sciences
- Most added value pr. employee in the food sector among EU food clusters
- Turnover in the core food industry in Denmark and Sweden is 80 billion Euro pr. annum
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- All sectors of food industry

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Statements

- You cannot create a food cluster
- you can facilitate its actions
- It is important that the cluster partners know they are in a cluster
- Identify strengths, driving forces and limitations of the cluster
- Concentrate on the strong areas



SWOT on food RTD (within the cluster, ISL)

S	O
W	T

Strengths

- S1. High level of private RTD spending, especially in Danish food firms.
- S2. High n° of competent network and stakeholder organisations that have accumulated great experience and that support knowledge transfer.
- S3. Innovative milieu around the city of Lund (Øresund SE) combining entrepreneurial spirit and a unique cross-disciplinary approach
- S4. Increasing attention to cross-sectoral cooperation. For example Functional Foods.
- S5. “Food Innovation at Interfaces” in Øresund SE. An on-going initiative that has developed the food cluster’s innovative capacities.



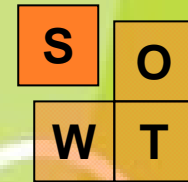
RTD infrastructure

- **Øresund university**
 - Lund University
 - Sweden's Agricultural University
 - Technical University of Denmark
 - Copenhagen University
 - Kristianstad college

- **Science Centres**
 - Functional Foods Science Centre
 - LMC

- **Institutes**
 - Several strategic and technological service institutes (DTC, Teknologisk inst etc.)

- **Research & Innovation parks, incubators**
 - Ideon, Krinova, Linc etc
 - Symbion, DTU-science



Basic

Applied

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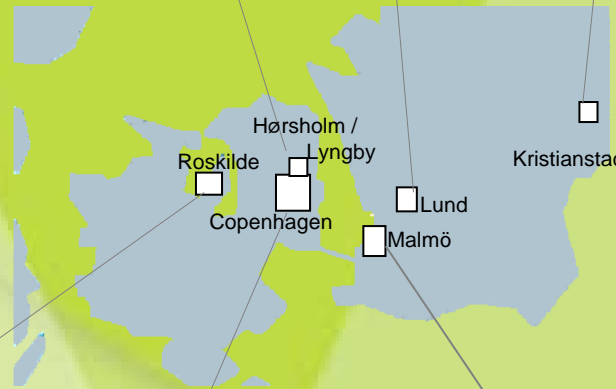
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Example of Strength-factor

Innovative milieu around Lund, combining entrepreneurial spirit and a unique cross-disciplinary approach.

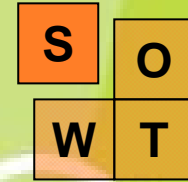


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Example of Strength-factor

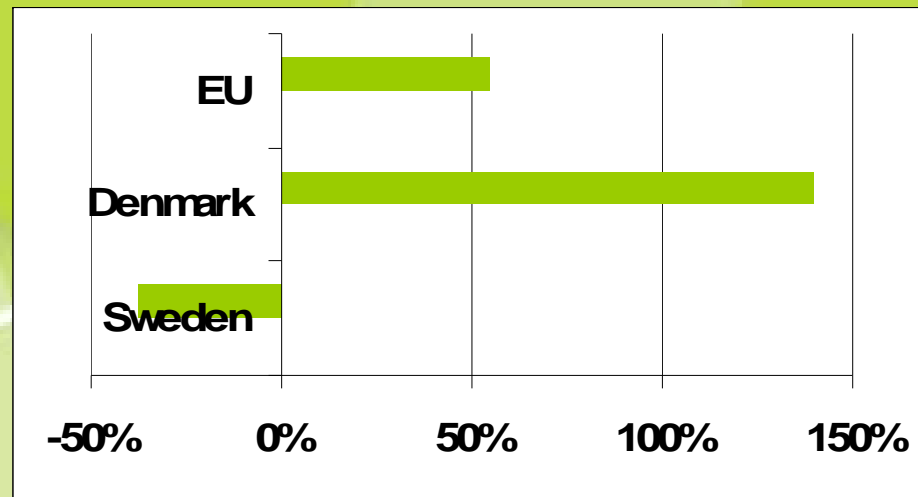


High level of private RTD spending in Danish food firms

...corresponding to 4,5% of total private RTD spending (EU average: < 2%)

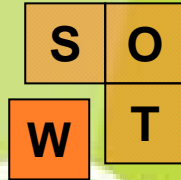
...significant growth from 1995-2002

Private RTD investments in food sector, Change 1995-2002



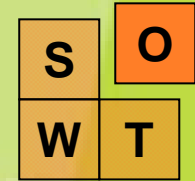


Weaknesses



Interviewee, Researcher:
"We meet and greet but we do not
exploit the collaboration enough"

- W1. Poor involvement of SMEs in RTD. Collaboration between knowledge centres and industry is concentrated only to large food firms with strong research base.
- W2. Lack of in-house R&D oriented competences in firms.
- W3. Weak understanding between researchers and industry complicates joint projects. Need to find a common understanding of sectorial problems and a better understanding of each other's agendas
- W4. Weak integration and cooperation between Sweden and Denmark on innovation
- W5. Downward trend in private RTD-spending in Øresund SE.

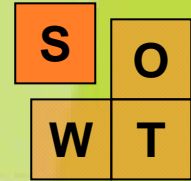


Opportunities

- O1. Strong scientific base at present underutilised by food industry.
(World-class research, Cross-disciplinary research areas)
- O2. Medicine & Biotech clusters show increased interest in cooperation with food cluster.
- O3. EU legislation on health claims opens up for new market opportunities. Combined with experience from a clear code of practice for health claims on functional foods in Sweden.
- O4. Good level of Danish public funding to food RTD and forecasted increased budget to Swedish public food RTD 2006-2008.
- O5. FINE consortium



SWOT on regional policy



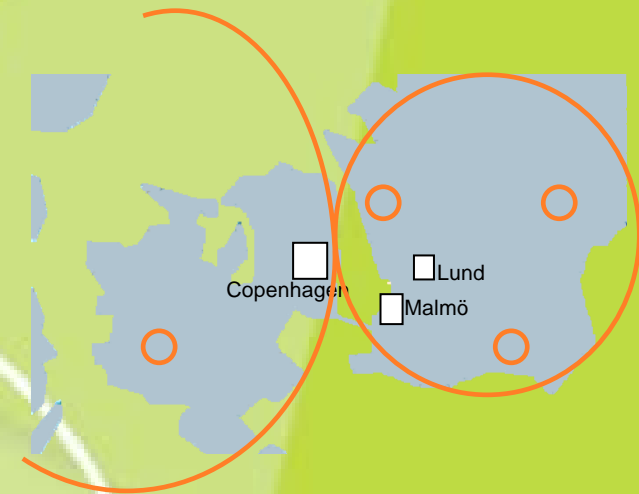
Strengths

Strong and relevant food policies with focus on innovation
is executed by

Region Skåne (Regional policy maker &
development agency of Øresund SE)

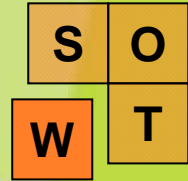
at Danish national level

at a local level. Local policies of many counties
and municipalities support the food sector.





Weaknesses

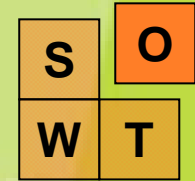


1. Lack of joint cross-border regional (food) policy
2. Policy department of Øresund SE (*Region Skånes Näringslivsenhet*) has no natural counterpart on Danish side to interact with on food policy. (This is not true any more)
3. Lack of regional funding sources for Øresund-projects involving both DK and SE.

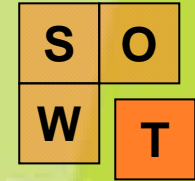
Interviewee, Food firm:
"Money move ideas.
The lack of funds limits
the innovation potential"



Opportunities



1. Good level of Danish public funding to food RTD.
2. Danish local government reform 2007 (increased regional focus, new bodies for innovation/growth).
3. “Food Innovation at Interfaces” important initiative on the Swedish side.
4. Recent changes in DK funds for food related RTD-projects will permit use of granted money in international projects. (Law of Innovation)
5. Knowledge transfer and innovation systems are prioritised issues of Danish and Swedish governments.
6. Coming Interreg IV programme
7. Forecasted increased budget to Swedish public food RTD 2006-2008 (12 mill Euro more than before, to SLU and Formas).



Threats

- T1. Few incentives for university researchers to engage in collaboration with the industry.
- T2. Proposal that patent ownership is taken over by universities from researchers, in Sweden – already a fact in Denmark.
- T3. Food research tend to “fall between chairs” at national level in Sweden. The area is split between several research councils and ministries.
- T4. Physical infrastructure for food innovation not enough developed in Øresund DK (science parks, incubators, innovation advisors).



Examples of Good practices...

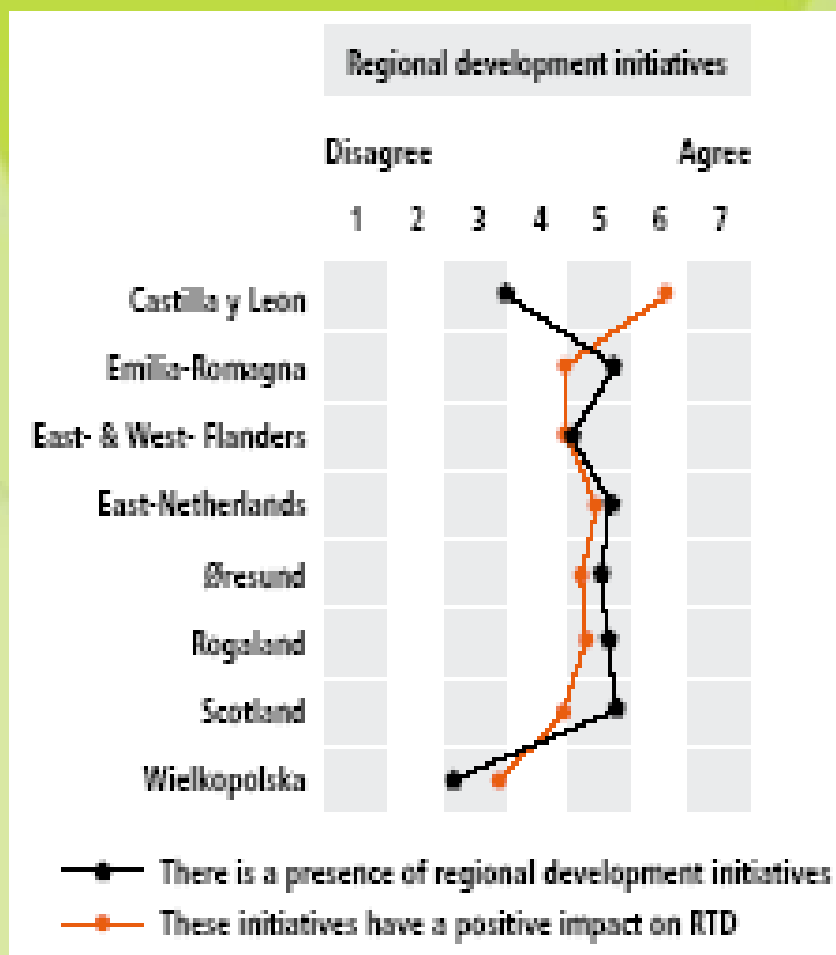
- Food Innovation at Interfaces
 - a program coordinated by the Skåne Food Innovation Network (Øresund SE)
- The Law of Innovation – stimulating innovation in the food sector (DK)

...and Bad practices...

- Lack of co-ordination between national funding bodies.
- Lack of compatible and regionalised statistics for the Øresund Region.



Importance of regional initiatives





Cluster facilitators

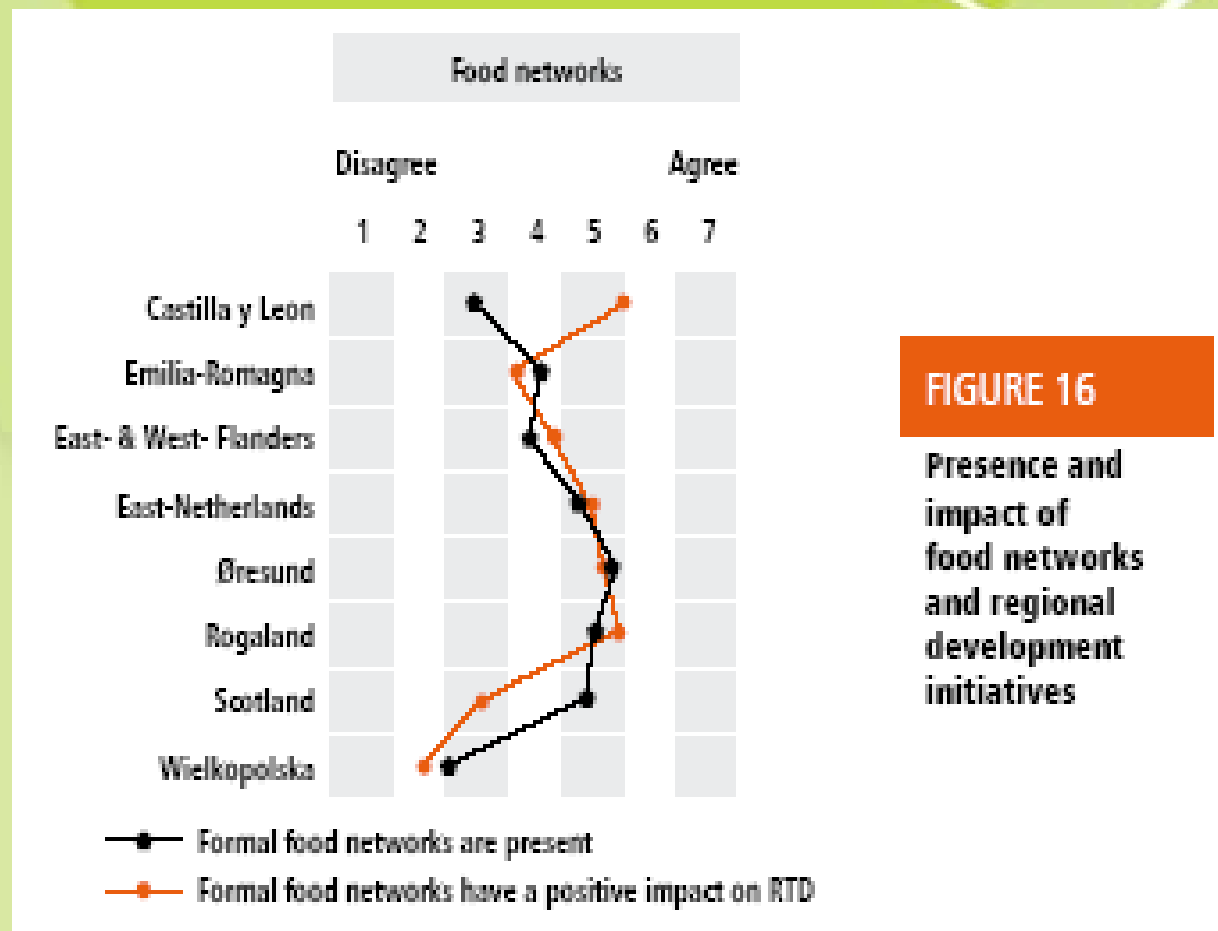


FIGURE 16

Presence and impact of food networks and regional development initiatives



So what do ØFN do?

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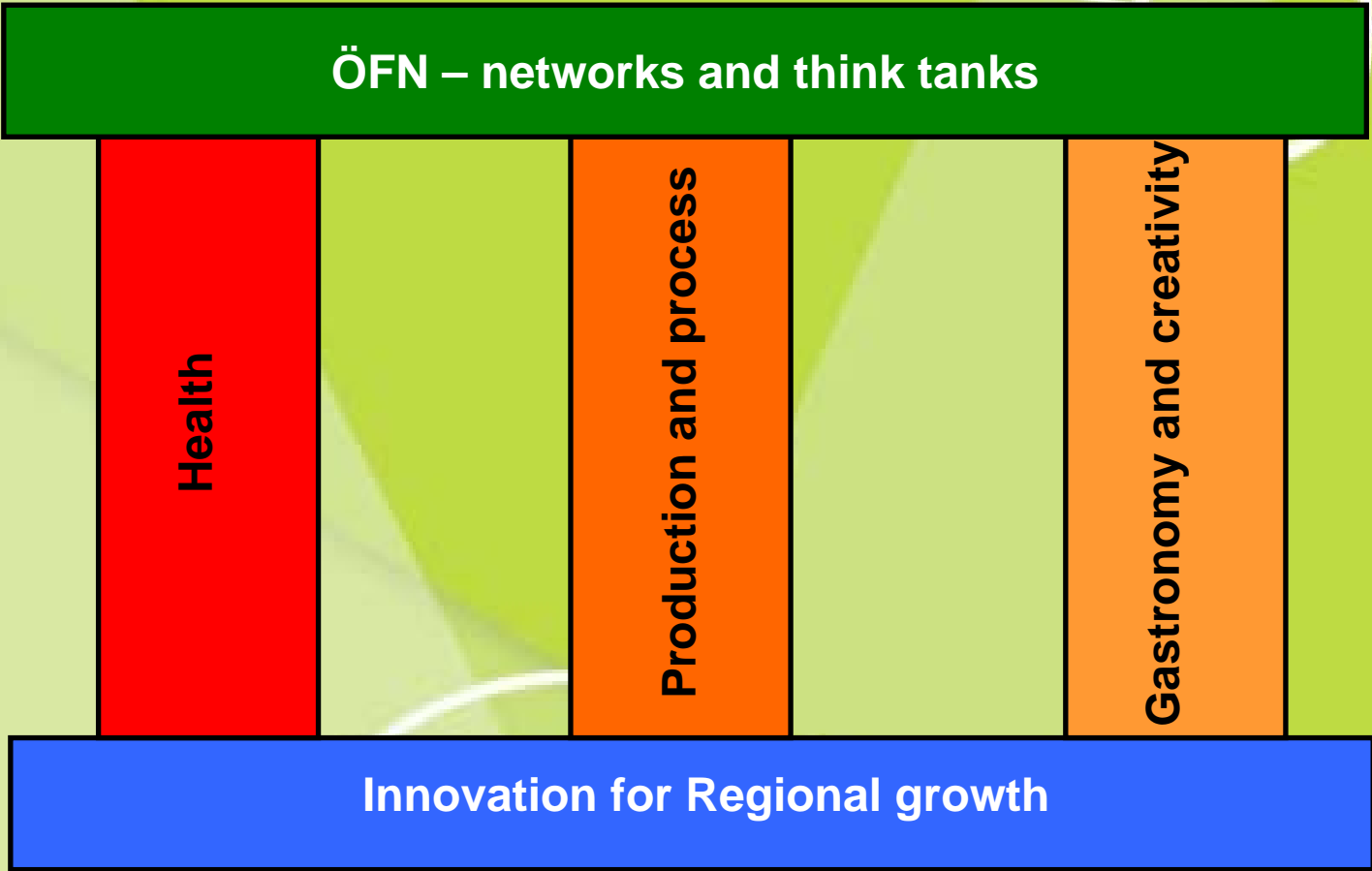
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Focus 2007-09





Mode of operation

Research:

- Whole grain
- Better food in large scale
- DNA-markers for healthier plants
- Foods in schools
- Meat quality
- Phospholipids
- Gluten and foods
- Lossfree flexible processes
- Starch
- .
- Food at work

Development:

- In-between-meals at hospitals
- The virtual food factory
- Bio-tech professions master
- .
- House of food and sports

Collaboration:

- 15 networks in different area
- Healthy growth (Reg. Hovedstaden)
- Unlimited health (Medicon Valley)
- The virtual food factory (IT)
- Food clusters in Europe

Marketing:

- Strategic alliances for Regional
- Positioning through
- Food Innovation
- Network Europe (FINE)

Service:

- Health claims Nordic/Baltic consensus (Nordic Innovation Center)
- .
- Innovation & innovationmethodology



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**RegioStars 2008
Winner**

Øresund Food Network /
Øresund Science Region
Winner of the first
EU RegioStars Awards

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Thank you for your attention!

Contact:

Maria Olofsdotter

+45 2875 4091

mo@oresundfood.org

www.oresundfood.org

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