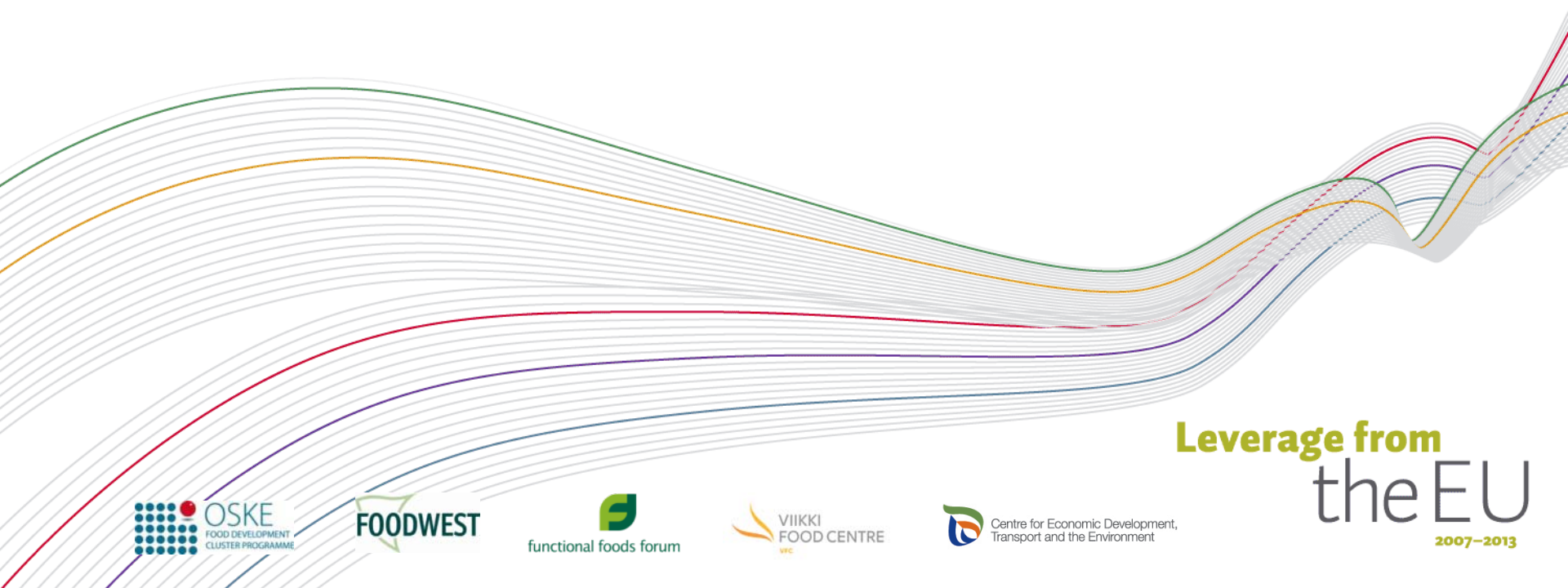




BSR Food Cluster Network

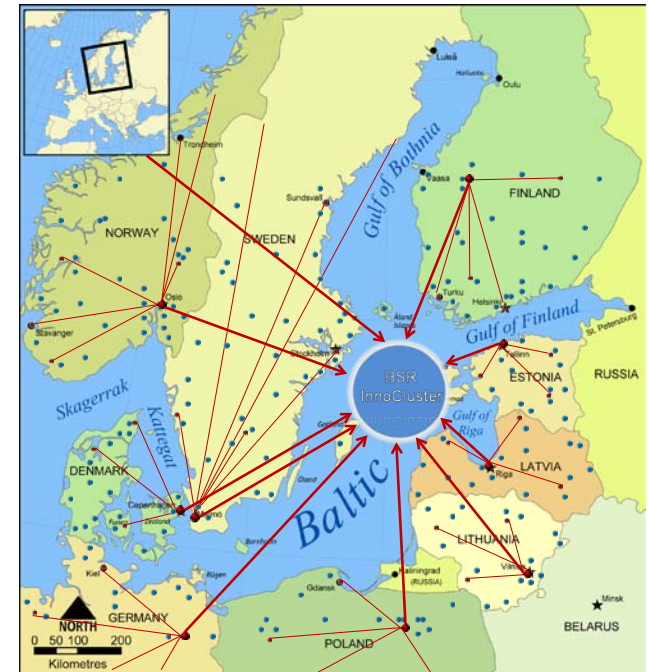
for the benefit of food companies



Leverage from
the EU
2007-2013

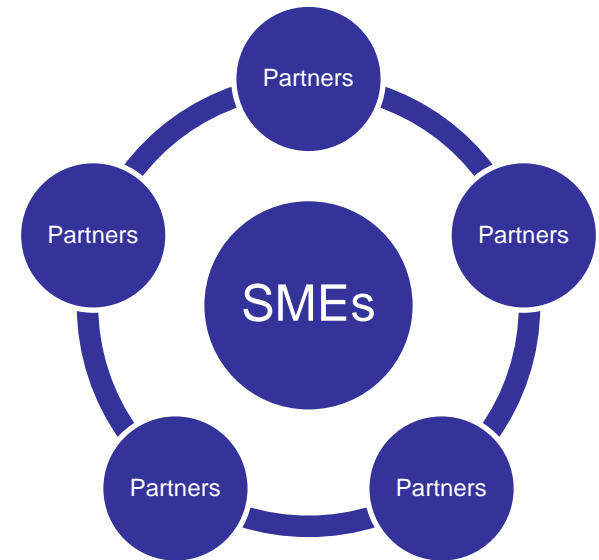
Professional expert service providers around the Baltic Sea

- Network of already existing food clusters – new partners are also welcome
 - Networking companies
 - Universities and research institutes
 - Expert organizations
 - Food manufacturing companies
 - Regional development and business centres
- Our dream for the future is a network of experts that help companies in their own country, but also colleagues in other Baltic Sea countries with their companies in need of advice for internationalisation efforts.



For the benefit of food companies in Baltic Sea countries

- Internationalisation made easier for SMEs in particular
- The network can provide services and expertise in any Baltic Sea country close to the company
- Contact is easy for the companies
> help in one's home country
- Network partners have a key role in helping companies in their home country
 - to get information about other Baltic Sea countries
 - to find a suitable contact or service provider abroad



BSR Food Cluster Network, in practice

- 3–5 key players from every country create a network of their own country
 - the core of all activities
- Key players apply for funding in their home country within the limits of national guidelines
- Practical operations towards companies bring the network close to the companies through Baltic Sea Region



2011

2012

2013

2014

2015

Baltic Sea Region as food companies' home market

Network of food companies

- Recruitement of participating companies
- Utilization of experts and service packages in different countries

Service modules

Pilot in Finland

- Company visits
- Consultation to the piloting companies
- Workshops

Gathering the network of clusters

Existing clusters and new partners

- Start-up conference March 6-8, 2012 Helsinki, Finland
- Visiting potential organizations in BSR countries
- Match-making events, food fairs, symposiums

Suggestion for service packages and modules

1. Business analysis

- targets for internationalisation
- finding the right solutions
- project plan
- funding applications

2. Understanding consumer and culture

- product attributes
- market studies
- consumer tests
- marketing tests

3. Product strategies

- project planning
- product development
- new technologies
- shelf life evaluation

4. Sensory evaluation

- adjustment of the product for the chosen market

5. Legislation

- EU food legislation
- country-specific differences
- labelling, contracts with buyers, etc.

6. Commercialisation

- international marketing
- brand, package layout, product information
- meeting the purchaser
- logistics

Services for food companies, in practice

10 pilot companies in Finland

Food companies in Baltic Sea Region

Committed food companies (commitment fee)

Short starting analysis

Help in finding suitable partners and know-how in target country

Reduced price in activities: study trips, seminars, pilot tests, workshops

3-5 days consultancy for reasonable price

Help in product development and available funding

Activities: study trips, seminars, etc.

Analysis of service modules needed

