



European Union
European Regional Development Fund
European Social Fund

BSR Food Cluster Network Start Up Conference 6.-8.3.2012 Helsinki, Finland

Preliminary Programme



Welcome to Helsinki, the World Design Capital 2012 <http://wdchelsinki2012.fi/en>



Leverage from
the EU
2007-2013

Tuesday, March 6

19:00 Get Together

Wednesday, March 7

9:00–9:15 Opening of the conference
Jukka Lähteenkorva, Food Development Cluster (OSKE)

9:15–9:45 Aims and activities of the BSR Food Cluster Network project
Salme Haapala & Eeva-Liisa Lehto,
Foodwest Ltd./Food Development Cluster (OSKE)

9:45–10:45 Expectations of the SMEs
Two Finnish companies

10:45–11:00 Coffee break and fruits

11:00–12:30 Short presentations of the participating organizations and their services

12:30–13:30 Lunch

13:30–14:30 Continuation of short presentations of the organizations

14:30–14:45 Coffee break

14:45–16:30 Workshops: Offerings of the BSR Food Cluster Network to SMEs
Working in small groups to generate ideas
One “customer” (SME representative) in each workshop

16:30–17:00 Conclusion of the day

19:30 Finnish Dinner

Thursday, March 8

9:00–9:15 Opening of the day

9:15–11:30 Presentation of the results of the workshops
Suggestions for cooperation and activities for SMEs

11:30–12:00 Conclusions: What’s going to happen next?

12:00 Lunch

13:00–16:00 Visit to Eat & Joy Maatilatori (small producers’ supermarket) Kluuvi or Lasipalatsi
Visit to a modern vegetable store and wholesaler, Sörnäinen

16:00 → Travel back home