



## STRING STrategies for Regional INnovative Food Clusters

STRING improves the performance of regional development instruments and programmes in building strong agrifood innovation systems across Europe and promotes agrifood innovation clusters as testbeds of (new) co-creation and cooperation in the agrifood production sector.

### **STRING boosts innovation**

The provision of smart, healthy and sustainable food is a top priority in Europe. The liveliness and dynamism of some European regions depends on the activity of the agrifood sector. STRING boosts the competitiveness of agrifood companies and clusters through innovation and international development.

### **Challenging driver for regional growth**

The agri & food industry is a challenging driver for regional innovation and growth. STRING unifies European regions sharing the ambition to improve the (international) competitive capacity of their agrifood clusters. Because those clusters have enormous economic-societal impact; today and tomorrow.

### **Learning about cooperation and promotion**

STRING focuses on the strength of regional development programmes, value chain promotion campaigns and cross-sector hybrid clusterization as the engines for success. To optimize the management of the measures oriented to the innovation in agrifood competitive cooperation is key. That urges partners across Europe to work together on solutions adaptable to one and another regional context. STRING designs a brand new learning process, promoting interregional activities, knowledge sharing and everlasting inter cluster cooperation.



European Union  
European Regional  
Development Fund

# Invitation to the Launching Event

Join us at the Launching Event to learn about the future innovation strategies for food clusters. Policy makers, agro food companies, innovators and experts on this theme are invited to discuss about strategies on creating added value, cross-sectoral cooperation with the health sector and with the high tech sector. The partner regions of STRING will present their lessons learned and share their ambitions and ideas for the future.

## Date

Friday, June 16th

## Location

Department for Agriculture,  
Hunting and Fisheries,  
Viale della Fiera n. 8, Bologna



## Program

- 09.30 **Registration & coffee**
- 10.00 **Welcome** by Lead Partner - Pieter de Boer, Province North Brabant and host region Emilia Romagna – **Introduction STRING** – our aims and hopes by Pieter de Boer **Introduction of the partnership** and the objectives, activities and results of the project
- 10.45 **Presentations on the key topics**
  - Creating added value
  - Cross-sectoral cooperation with health sector
  - Cross-sectoral cooperation with high tech sector
- 12.00 **Lunch**
- 13.00 **Round Tables** with discussion on the key topics in three rounds
- 15.30 **Closing speech** by Lead Partner, Pieter de Boer
- 16.00 **Closure of the conference**

## Join the Launching Event!

To join the Launching Event please fill in the **registration form**. After registration you receive a confirmation with details on the venue and program.

## Hosting region Emilia-Romagna

Emilia-Romagna has a strong AgroFood system, based on a quality production policy and particularly oriented to international markets, with 5.5 Billion Euro per year the first AgroFood region for export. Emilia Romagna has vegetal productions as well as livestock and has 44 certificated quality products, the highest number in Europe.