

## Traditional Food, Entrepreneurship, Innovation & Technology Transfer

- Are you a Dairy, Meat or Bakery SME producing traditional food products?

- Are you interested in new technologies and accessing information on food safety and quality, supply chain management, pricing strategies, product development, labelling, sustainability, smart technologies and innovation?

**IT Tralee has an exciting programme of events to offer to you and your business through the TRADEIT project**

TRADEIT has established 9 Hubs across Europe dedicated to providing Traditional Food Producing SMEs with tailored assistance, training and advice in innovation, entrepreneurship, technology and knowledge transfer.

We invite you to the launch of the Irish Hub at **The Institute of Technology, Tralee on Feb 12<sup>th</sup> 2014.** This SME networking event will explore the needs and barriers that traditional food producing SME producers meet in technology upgrading and innovation. The event will start with lunch at 1.30pm and conclude at 5pm, if you wish to attend register at [www.tradeitnetwork.eu](http://www.tradeitnetwork.eu) (places are limited).

Participants will also have the opportunity to advise on the content of an extensive suite of training and support offerings which will be tailored to the needs of Irish traditional food producing SMEs. *Participants can subsequently avail of these modules over a 3 year period (2014-2016) including:*

### Training

- Food safety and quality
- Competitiveness, cost models and pricing strategies
- Food production facility design
- Food labelling and marketing for geographical indications and traditional foods
- Supply chain management and distribution
- Environmental management
- Consumer-led product development
- Smart use of IT in traditional food production
- Innovation, IPR and related legal issues

### Transfer of Technology

- Working directly with food companies to identify technology needs and barriers
- Offering sector-specific technologies (dairy, meat, bakery)
- Facilitating brokerage events tailored to SME technology and innovation needs
- Helping companies to identify research partners
- Facilitating networking with other companies producing traditional foods
- Opportunities to liaise with leading Local and European Food Researchers on emerging enterprising innovations and technologies



This is not designed as an on-going programme, rather as individual workshops and events, participating SMEs are free to pick and choose from the suite of training and supports over the 3 year

**Do you want to have your company's needs voiced at a European Level? To capture your companies specific needs complete the short survey [www.survey.bris.ac.uk/coventry/tradeit-nba-en](http://www.survey.bris.ac.uk/coventry/tradeit-nba-en) on [www.tradeitnetwork.eu](http://www.tradeitnetwork.eu) and a TRADEIT Advisor will follow up with tailored support offers.**



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Co-ordinator: Dr Helena McMahon, Institute of Technology, Tralee

