



Enhancing Agri-business through innovation

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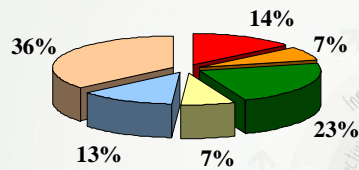
OECD Conference



EUROPEAN AGROFOOD SECTOR

- A progressive and intensive globalization
- Changes in the food supply chain
- Social involvement for the environment protection
- Consideration of the consumer preferences focus on:
 - ✓ Food safety
 - ✓ Marketing
 - ✓ Quality policy

AGROFOOD INDUSTRY IN ANDALUSIA



- Cárnicas
- Hortofrutícolas
- Grasas y aceites
- Lácteas
- Bebidas
- Otros

- STRATEGIC SECTOR
- DIVERSITY AND TERRITORY
- LOCATION
- QUALITY AND CERTIFICATION
- PROMOTION
- EXPORT EXPANSION

IDEA OBJECTIVES

- Support for Innovation and Territorial Intelligence.
- Promotion of public-private partnerships.
- Encourage the spirit of enterprise and innovation.
- Provide advanced support services to investors and entrepreneurs.
- Provision of capital resources for the support and finance of businesses.
- Establishment of an appropriate administrative environment adapted for the creation of business.
- Cooperation within the agents of the **Innovation-Science-Enterprise** system.

To be a change agent helpful in an efficient way to create an innovative environment full of opportunities for the Andalusia enterprises and entrepreneurs



ANDALUSIA NEEDS TO INCREASE ITS AGROBUSINESS COMPETITIVENESS

Cost reduction. Better Resource use

Value creation

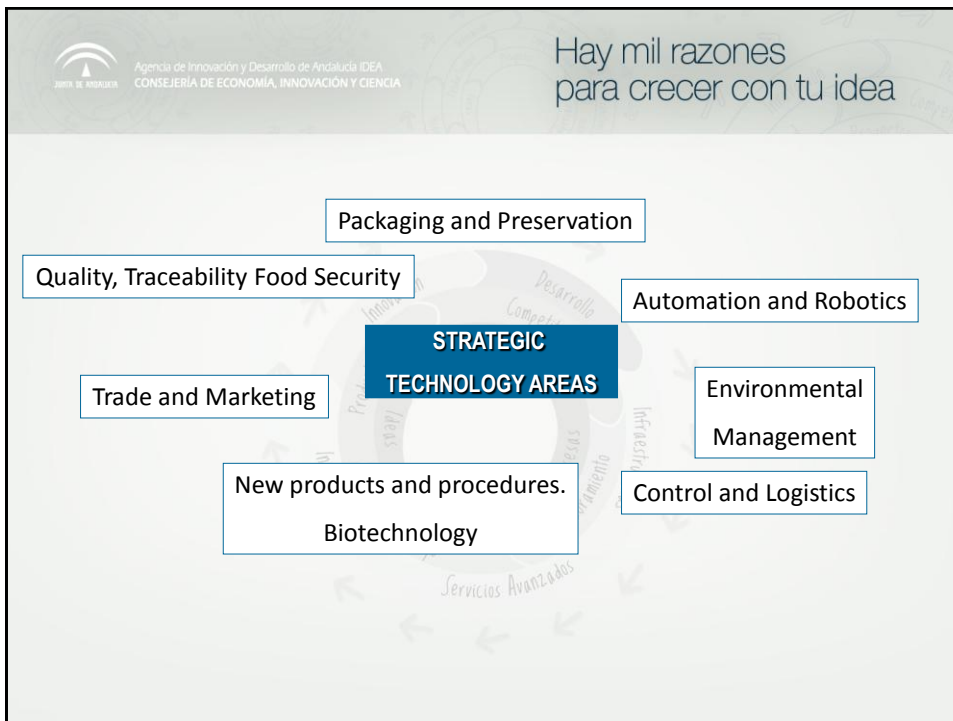
Assembling of value chain players

MAIN TARGET

To increase the competition and the productivity in order to facilitate the introduction of our products on the market



AGROINDUSTRY TECHNOLOGICAL CENTERS IN ANDALUSIA



INSTRUMENTS FOR SUPPORTING R+D+I IN AGRIBUSINESS

- Andalusian Incentives Law 2005-2008
 - ✓ 60 Mill euros
 - ✓ 613 supported project
 - ✓ Total investment (public+private) 434 Mill euros
 - ✓ 82% R+D project submitted, belonged to agro industry
- Consortium promotion. CITEC
- IDEA-Andalusian Universities agreements
- Strategic projects attraction to Andalusia
- International programmes focused on agro business. INTERREG, MED, VII PM



FUTURE CHALLENGES

Permanent adequacy with the new technological guidelines

- To promote the industrial technology evolution to improve the quality and the competition
- A diversified offer to answer the market demand
- Development of new packaging to reach the consumer's attention and more added value
- To develop new manufacturing processes respectful to the environment



FUTURE CHALLENGES

Permanent adequacy with the new technological guidelines

- To integrate food in a health, life quality and expectancy improvement programme
- To have the means to quickly answer to the consumer needs changes
- To enhance and share the better food practices, considering the difficulty to transfer the nutrition models



Agencia de Innovación y Desarrollo de Andalucía IDEA
CONSEJERÍA DE ECONOMÍA, INNOVACIÓN Y CIENCIA

Hay mil razones
para crecer con tu idea



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