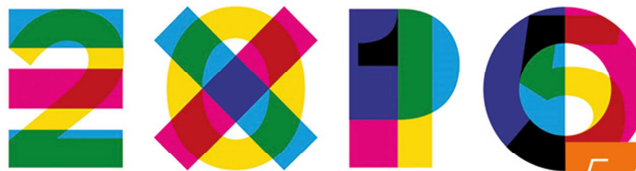


PRESS KIT



Milan
Universal Expo
Italy

5-6 OCTOBER
2015

*Feeding
the Planet*

16 participating countries

*Austria
Belgium
Croatia
Denmark
France
Germany
Greece
Hungary
Iceland
Italy
The Netherlands
Romania
Serbia
Slovenia
Spain
The United Kingdom*

Competition to be held at
UCSC Piacenza



ECOTROPHELIA EUROPE

EUROPEAN FOOD INNOVATION STUDENT AWARDS

The future of food

THE BEST FOOD INNOVATIONS FINALISTS IN THE MILANO EXPO 2015

Page 3

SIXTEEN EUROPEAN COUNTRIES COMPETE FOR THE TITLE OF THE BEST FOOD INNOVATION 2015

Pages 4-5

AWARDS AND JURY 2015

Pages 6-7

FOOD INNOVATION LABORATORY FOR HIGHER EDUCATION

Page 8

CONCRETE ALLIANCE WITH THE FOOD INDUSTRY

- ECOTROPHELIA inspires Foodlab
- Transfer of Innovation
- Examples of Industrial cooperation

Pages 9-11

THE HISTORY ECOTROPHELIA EUROPE - KEY DATES

Page 12

ECOTROPHELIA EUROPE

THE BEST FOOD INNOVATIONS FINALISTS IN THE MILANO EXPO 2015

What will be tomorrow's food? What are the major trends in food consumption in Europe? On the 5th and 6th October in Milan, the competition ECOTROPHELIA Europe provides answers to these questions through the imagination of 85 engineering students working within the food industry and the expertise from the National Food Federations who accompany them.

On the principle of a Champions League in food innovations, 16 European countries participate in Europe's ECOTROPHELIA 2015. After a year of national selections, Germany, Austria, Belgium, Croatia, Denmark, Spain, France, Greece, Hungary, Iceland, Italy, The Netherlands, Romania, The United Kingdom, Serbia and Slovenia reveal in Milan their most visionary tastiest food creations designed with an industrial approach and adapted to the commercial distribution channels.

The ECOTROPHELIA Europe 2015 competition will take place on October 5th at the University of Piacenza Cremona campus. The winners will be announced Tuesday, October 6th at the World Expo in Milan. The Milano Expo 2015, from May 1st to October 31st with the theme "Feeding the Planet, Energy for Life" is a symbolic exhibition for innovative food projects from ECOTROPHELIA Europe.

ECOTROPHELIA EUROPE

Awards held on Tuesday, October 6th at 11:00
Milan World Expo



A pedagogy of food innovation for business competitiveness

Established in 2008, ECOTROPHELIA Europe has mobilized 550 universities and over 3000 students. Around forty products designed within the framework of the European competition were developed and marketed. ECOTROPHELIA Europe is a pedagogical model recognized by the DG Enterprise and industry of the European Union for students and universities. The competition offers a land of fruitful exchanges with members of Education, Research and the economic world.

ECOTROPHELIA Europe is organized by the CCI of Vaucluse with the support from ANIA (The National Association of Food Industries) and The European food Federations. It is supported by its partners: Ministry of agriculture, agri-food and forest, Region Provence-Alpes-Côte d'Azur, departmental Council of Vaucluse, Grand Avignon, NESTLÉ World and Campden BRI UK.

Coordinateur : M. Dominique LADEVÈZE

Chambre de Commerce et d'Industrie de Vaucluse - 100, rue Pierre Bayle - BP 11548 - 84916 Avignon cd 9

Tél. : +33 (0)486 559 210 - dladeveze@vaucluse.cci.fr

www.ecotrophelia.eu

<http://www.ecotrophelia.eu/milan-2015>

SIXTEEN EUROPEAN COUNTRIES COMPETE FOR THE TITLE OF BEST FOOD INNOVATION 2015

01 – AUSTRIA

BugBox

Wrap kit with falafel, flatbread and dip containing Tenebrio molitor components, including salad.

University of Natural Resources and Life Sciences (BOKU) Vienna / Food Industry
Association Austria - Fachverband der Lebensmittelindustrie

02 – BELGIUM

Be-V

A nut-based fermented spread for lactose-intolerants produced without waste

Haute École Charlemagne (ISIA Campus) / Federation of the Belgian Food Industry – FEVIA

03 – CROATIA

Unita the Edible Thread

Edible thread characterized by its strength, elasticity and multifunctionality.

Faculty of Food Technology and Biotechnology, University of Zagreb / Croatian Association of Food Technologists, Biotechnologists and Nutritionists – HDPBN

04 – DENMARK

Delite Della Terra

A tortellini-like product with chickpea dough and mealworm stuffing.

National Food Institute - Technical University of Denmark Mørkhøj Bygade / National Food Institute – DTU

05 – FRANCE

Gréneo

Crunchy nuggets of legumes: Gréneo Coral lentils and Gréneo Split peas

ENSAIA, École Nationale Supérieure d'Agronomie et des Industries Alimentaires de l'Université de Lorraine-Nancy
Association Nationale des Industries Alimentaires – ANIA

06 – GERMANY

Grandma Châu's Silken Tofu

Innovative dessert-on-the-go: 100% organic & local materials. Cooked with grandma's true passion.

Anhalt University of Applied Sciences / Research Association of the German Food Industry - FEI

07 – GREECE

Marm eλλada

An organic jam made by carrots and pumpkins, without added sugar or preservatives.

Department of Food Technology, University of Applied Sciences of Thessaly / Federation of Hellenic Food Industries - SEVT

08 – HUNGARY

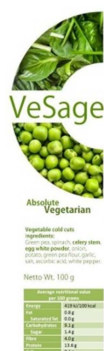
VeSage

Sliceable, vegetable based cold cuts with high nutritional value.

Corvinus University of Budapest / Campden BRI Magyarország Nonprofit Kft. - CBHU



- 09 – ICELAND** **Paté de Langoustine**
A starter which main ingredients are langoustine mince and cod cut offs.
 University of Akureyri - University of Iceland / Federation of Icelandic Industries - SI
- 10 – ITALY** **Fresh-App**
An eco-innovative drink obtained from orange and apple peel.
 Università degli studi di Napoli Federico II / Federalimentare Servizi S.r.l
- 11 – NETHERLANDS** **Temptation**
A sustainable and healthy cow milk alternative made from germinated and fermented soybeans.
 Wageningen University / **TKI Agri&Food**
- 12 – ROMANIA** **Quattro Fiori**
A mini tart with turkey and rabbit meat, walnut, alfalfa and thistle oil.
 Faculty of Agricultural Sciences, Food Industry and Environmental Protection
 Romanian Association of Food Industry Professionals - ASIAR
- 13 – SERBIA** **Cheerful dwarfs**
Soft drink based on twelve herbs with floating naturally coloured edible beads
 Faculty of Agriculture, University of Belgrade / Serbian Association of Food Technologists – SAFT
- 14 – SLOVENIA** **PROMI-High protein dairy pot**
Fermented probiotic product from whole milk, enriched with whey protein, buckwheat and honey.
 University of Ljubljana Biotechnical Faculty
 Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises - CCIS – CAFE
- 15 – SPAIN** **VeggieBO**
A brioche powder premix with microalgae ready to cook in just 1 minute in the microwave.
 Universitat Politècnica de València / Federación Española de Industrias de la Alimentación Y Bebidas - FIAB
- 16 – UK** **Medeina Bites**
Sustainable alternative to chocolate truffles primarily composed of raisins, cocoa, algae and seeds.
 University of Leeds - Liverpool John Moores University - University of Reading - The University of Sheffield
 Swansea University Prifysgol Abertawe / Institute of Food Science & Technology – IFST – Campden BRI UK



AWARDS AND JURY 2015

The jury of ECOTROPHELIA Europe chaired by Michel COOMANS, former Director of the food industry Department - DG Enterprise European Commission, will issue 4 awards and €15,000 of prizes to the most innovative food products :

- ECOTROPHELIA Europe Gold Award, donating € 8,000.
- ECOTROPHELIA Europe Silver Award, donating € 4,000.
- ECOTROPHELIA Europe Bronze Award, donating € 2,000.
- Special Departmental Council of Vaucluse Innovation Award, donating €1,000.

The jury of ECOTROPHELIA Europe is composed of professionals for the sector of the agri-food industry and the distribution, members for the European Commission and an industrialist representing each participating country.

Who will take over from the winners of ECOTROPHELIA Europe 2014?

In 2014, the jury of ECOTROPHELIA Europe chaired by Michael E. Knowles, President of the European Technology Platform " Food for Life" and vice president of Coca-Cola Company had distinguished :

France for DuoMarin, "Les Lardons de la mer" from MONTPELLIER SUPAGRO (ECOTROPHELIA Europe Gold Award)

Romania for STEFAN CEL MARE TopIce from the UNIVERSITY OF SUCEAVA (ECOTROPHELIA Europe Silver Award)

Greece for Carobites from the AGRICULTURAL UNIVERSITY OF ATHENS (ECOTROPHELIA Europe Bronze Award)

Germany for Droptail, HOCHSCHULE OSTWESTFALEN-Lippe - LEMGO (Special Departmental Council of Vaucluse Innovation Award).



Chairman of the Judging Panel ECOTROPHELIA EUROPE 2015	Mr. Michel COOMANS	Former Head of Unit Food Industry, DG Entreprise, European Commission (retd)
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ORGANISATIONS

NESTEC	Mrs. Ariane ANDRES	Head of External Innovation, Nestec Ltd.
CAMPDEN BRI UK	Mr. Bertrand EMOND	Head of Membership & Training, Campden BRI UK
AUCHAN	Mr. Philippe GOETZMANN	Director Institutional Relations, Auchan Group

16 COMPETING COUNTRIES

1. AUSTRIA	Mrs. Christine GRABLER	Data Retrieval Officer, Lebensmittelversuchsanstalt
2. BELGIUM	Mr. Leo BORMS	Managing Director Vitaline NV
3. CROATIA	Mrs. Draženka KOMES	Head of Laboratory for Chemistry & Technology of Carbohydrates and Confectionery Products, Zagreb University
4. DENMARK	Mr. Jørgen RISUM	Associate Professor (emeritus), DTU - Technical University of Denmark, National Food Institute
5. FRANCE	Mr. Alain HUERTAS	Scientific Director, Lesieur Company
6. GERMANY	Dr. Udo SPIEGEL	Head of Department: Frozen Products/R&D/Quality Management, Dr. August Oetker KG
7. GREECE	Mrs. Vasso PAPADIMITRIOU	General Director SEVT - Federation of Hellenic Food Industries
8. HUNGARY	Mrs. Katalin VIOLA	Development Engineer, Campden BRI Hungary
9. ICELAND	Mrs. Ragnheiður HEDINSDOTTIR	M.Sc. Food Scientist, Federation of Iceland Industries
10. ITALY	Mr. Vito Giampiero GULLI	President - Generale Conserve SpA
11. NETHERLANDS	Mr. C.D (Kees) DE GOOIJER	Managing Director, Food & Nutrition Delta
12. ROMANIA	Mr. Cătălin BILBIE	Managing Director, EXPERGO Sensory Research Bucharest Representative Food for Life Romania
13. SERBIA	Mr. Viktor NEDOVIĆ	President of the Serbian Association of Food Technologists Coordinator of NTP Food for Life Serbia
14. SLOVENIA	Mrs. Darja JAMNIK	Head of Commercial Department, Mercator-Emba D.D.
15. SPAIN	Mr. Alfonso ARROYO	Directeur Recherche Développement Innovation Groupe Siro Directeur I+dea - Grupo Siro & I+dea
16. UNITED KINGDOM	Mrs. Maureen EDMONDSON	President IFST – Institute of Food Science & Technology

FOOD INNOVATION LABORATORY FOR HIGHER EDUCATION

ECOTROPHELIA Europe is for universities and students an innovation laboratory and a pedagogical model recognized by The General Council of Enterprise and Industries of the European Union.

How does the competition work ?

In every European country, the federation of food industries and institutions of higher education (Universities, High schools) organize a national event in order to select the most innovative food project. Holders of innovations form teams of between 2 to 10 students from private European, scientific, commercial or public higher education institutions.

As part of an educational project, student teams develop their food project according to precise specifications. The main evaluation criteria focuses on the innovative dimension. The ability to integrate with distribution channels, also the organoleptic qualities and nutritional, industrial manufacturing, compliance with the regulations and the sales of the relevant product. Each team can develop his project with the support of businesses, teacher-researchers, laboratories or technical centers.

FOOD NATIONAL ASSOCIATION in 2015

- Research Association of the German Food Industry - FEI (Allemagne)
- Food Industry Association Austria - Fachverband der Lebensmittelindustrie (Autriche)
- Federation of the Belgian Food Industry - FEVIA (Belgique)
- Croatian Association of Food Technologists, Biotechnologists and Nutritionists - HDPBN (Croatie)
- National Food Institute - Technical University of Denmark Mørkhøj Bygade (Danemark)
- Federación Española de Industrias de la Alimentación Y Bebidas - FIAB (Espagne)
- Association Nationale des Industries Alimentaires – ANIA (France)
- Federation of Hellenic Food Industries (Grèce)
- Campden BRI Magyarország Nonprofit Kft. (CBHU Hongrie)
- Federation of Icelandic Industries (Islande)
- Federalimentare Servizi S.r.l (Italie)
- TKI Agri&Food (Pays-Bas)
- Romanian Association of Food Industry Professionals – ASIAR (Roumanie)
- Institute of Food Science & Technology - IFST– Campden BRI UK (Royaume Uni)
- Serbian Association of Food Technologists – SAFT (Serbie)
- Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises - CCIS – CAFE (Slovénie)



CONCRETE ALLIANCE WITH THE FOOD INDUSTRY

Projects designed by the future engineers of the European agriculture under ECOTROPHELIA are representatives of a new consumer trend . The Food Industry is naturally interested by these projects as shown by their involvement with the national federation of food who work alongside the students teams. For professionals in the food industry, ECOTROPHELIA has a great pool of talent, skills and innovation.

Since 2011, ECOTROPHELIA Europe has:

- 75 national competitions
- 550 universities
- 3000 students
- 500 food projects
- 40 industrialized and marketed products

ECOTROPHELIA INSPIRES FOODLAB

A new European food innovations Laboratory to encourage entrepreneurship in higher education and promotes students entrepreneurship .

To support entrepreneurship and encourage an entrepreneurial culture very early in the educational system, the European Union has appealed to projects under the ERASMUS programmes. In October 2014, the EU had selected 8 winners among more than 230 proposals from 32 European countries. The only French winner was the FOODLAB project from the CCI de Vaucluse, a project completely inspired by the ECOTROPHELIA experience.

FOOTLAB aims to create a European Laboratory of food innovations, a true incubator of innovative projects and entrepreneurship. It will encourage the creation of sustainable bridges between academia and stakeholders in the food industry, the development of entrepreneurial skills through self-learning, increasing the employability of students by local companies, and improving the transfer of innovation to companies in a sector in search of improving competitiveness.



Transfer of innovation

Over the past three years, more than 40 products born from the imagination and the work of European students have been commercialized by industrial companies in France : (Les Cannelés Bordelais Société Jock, Crok'N'Twist et Mac CAIN, Duo 2 Choc, Crikizz et la société YNSECT, Croc'It et Les Crudettes, Churr'oz, Crista'Fruit, Ici & Là et AGIS, etc.), in Spain (Speriens), in Italy (Socrock), and outside Europe's borders with Skyr Iceland, Da Vero marketed in the United States, and Volga Meat Chips in Russia.

A few examples of Industrial cooperation :

France : Ici&Là, le Pavé du Velay et le Pavé de France

Ecotrophelia France 2013: Gold Award

Ecotrophelia Europe 2013: Gold Award

School: ISARA Lyon



In 2013, the ISARA Lyon students developed an eco-innovative range of frozen ready cooked meals made from green lentils they worked in partnership with the AGIS company whom are based in Avignon. After having won the gold prize in the French and European category, two young students- Emmanuel Bréhier Plisson and Benoît chose to create HERE & THERE, a food company oriented by innovation. In March 2015, HERE & THERE were appointed Ambassador of France Pavilion for the World Milan Expo in 2015. The company developed with the help of a chef : Steaks, nuggets and croquettes with a vegetable base. Chick peas, beans and lentils reinvent thus branded "Le Boucher Vert".

Greece : "Through Olive and Air".

Ecotrophelia Greece 2013: 3rd prize

"Δια Ελιάς & Αέρος" - "Through Olive & Air"

School: The Technological Educational Institute (TEI) of Thessaly

"Through Olive and Air" was created in 2013 by the students of Thessaly Institute of Technology and Education . Their product is

fermented sausage nitrite free, made with pork and natural

extracts of olive polyphenols (OP) from an out of the way olive oil mill . The research and

development project was conducted under the supervision of Dr. Ioannis Giavasis, working with

the cooperation companies Tsianavas SA (A meat processing company in Karditsa, Greece) and

Polyhealth SA (and Polyhealth SA (A polyphenols production company in Larissa, Greece).



a

Italy: "SOcrock"

Ecotrophelia Italy 2013: 1st prize

Ecotrophelia Europe 2013: 3rd prize

Universita Cattolica del Sacro Cuore -



Socrock' is a crunchy dark chocolate cereal bar, with grape seed powder. The ingredients for this natural and sustainable product has a white sorghum based, an ancient grain with nutritional properties similar to corn.

Undemanding, the culture of sorghum is content with little water. The main packaging is completely recyclable. SOcrock is marketed by the company Rivoltini Alimentare Dolciaria Snc.

France 2015: Grénéo

ECOTROPHELIA France 2015: 1st prize

National School of Agronomy and Food Industries
from the University of Nancy-Lorraine (ENSAIA)



For breakfast this crispy, airy and very light combination of chickpeas flakes, are without preservatives, flavors or coloring, together with 70% of legumes(Coral lentils, split peas). This alternative to products for breakfast naturally offers twice as much protein than conventional cereals, with a high-fiber, low in fat and a low Glycemic Index.

THE HISTORY ECOTROPHELIA EUROPE - KEY DATES



2000 ECOTROPHELIA was founded from the initiative of the Chamber of Commerce and Industry, Vaucluse, higher educational institutions, universities, professional branches and technical centers who organized the first edition of TROPHÉLIA. "The Student Food Innovation Trophies".

2008 On the principle which has made the success of TROPHELIA France, the Chamber of Commerce and Industry Vaucluse and ANIA create the contest TROPHELIA Europe as part of SIAL (The International Food Exhibition) with the participation of 8 countries.

2011 The European Commission recognizes the exemplary nature of TROPHÉLIA and gives the go-ahead to the Chamber of Commerce and Industry Vaucluse to implement a European project for the promotion of eco-innovation in the food industry sector: ECOTROFOOD. The competition TROPHELIA then became ECOTROPHELIA. Students now had to incorporate a dimensional eco-responsibility and implementation in the design of their project.

2012 ECOTROPHELIA was among the project winners "Initiatives On Training Innovative Excellence" IDEFI who were selected as part of the sizable financing. Objective: To create a national and European network of excellence to training in food innovation enhancing the competitiveness of agri-food SMEs through eco-innovation by eco-innovation.

2013 ECOTROPHELIA Europe mobilizes 18 countries, a record !

2014 ECOTROPHELIA inspires the creation of FOODLAB, a European Laboratory of innovations food to encourage entrepreneurship in higher education and promote entrepreneurship student, supported by the European Union in the context of the ERASMUS programmes.

2015 ECOTROPHELIA Europe 2015 takes place in the ambiance of the universal exhibition Milan 2015 "Feeding the Planet, Energy for Life".

New countries (Portugal, Ecuador, etc.) are planning to participate in future editions of ECOTROPHELIA and will implement a national approach promoting food innovation

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Coordinateur Comité d'organisation : M. Dominique LADEVÈZE

Chambre de Commerce et d'Industrie de Vaucluse - 100, rue Pierre Bayle - BP 11548 - 84916 Avignon cd 9
Tél. : +33 (0)486 559 210 - dladeveze@vaucluse.cci.fr
www.ecotrophelia.eu
www.youtube.com/user/ecotrophelia

Service presse : Claudine Ayme - Tél. +33 (0)6 09 84 64 62 / contact@claudine-ayme.fr



ECOTROPHELIA EUROPE Organizing Committee:

European Technology Platform "Food For Life"

ANIA – National Association of Food Industries

CCI VAUCLUSE – Chamber of Commerce and Industry of Vaucluse

Contact :

Mr. Dominique LADEVEZE

Coordinator of the ECOTROPHELIA project

CCI VAUCLUSE - CITÉ DE L'ALIMENTATION

100 RUE PIERRE BAYLE - BP 11548

84916 AVIGNON CEDEX 9 – FRANCE

Phone: +33 (0)486 559 219

Email : dladeveze@vaucluse.cci.fr

www.ecotrophelia.eu

