



# Successful Cooperation of Research, Industry and Federation TRUEFOOD TDU Austria

**Julian Drausinger, MSc.  
FIAA/LVA**

**Final TRUEFOOD Conference**

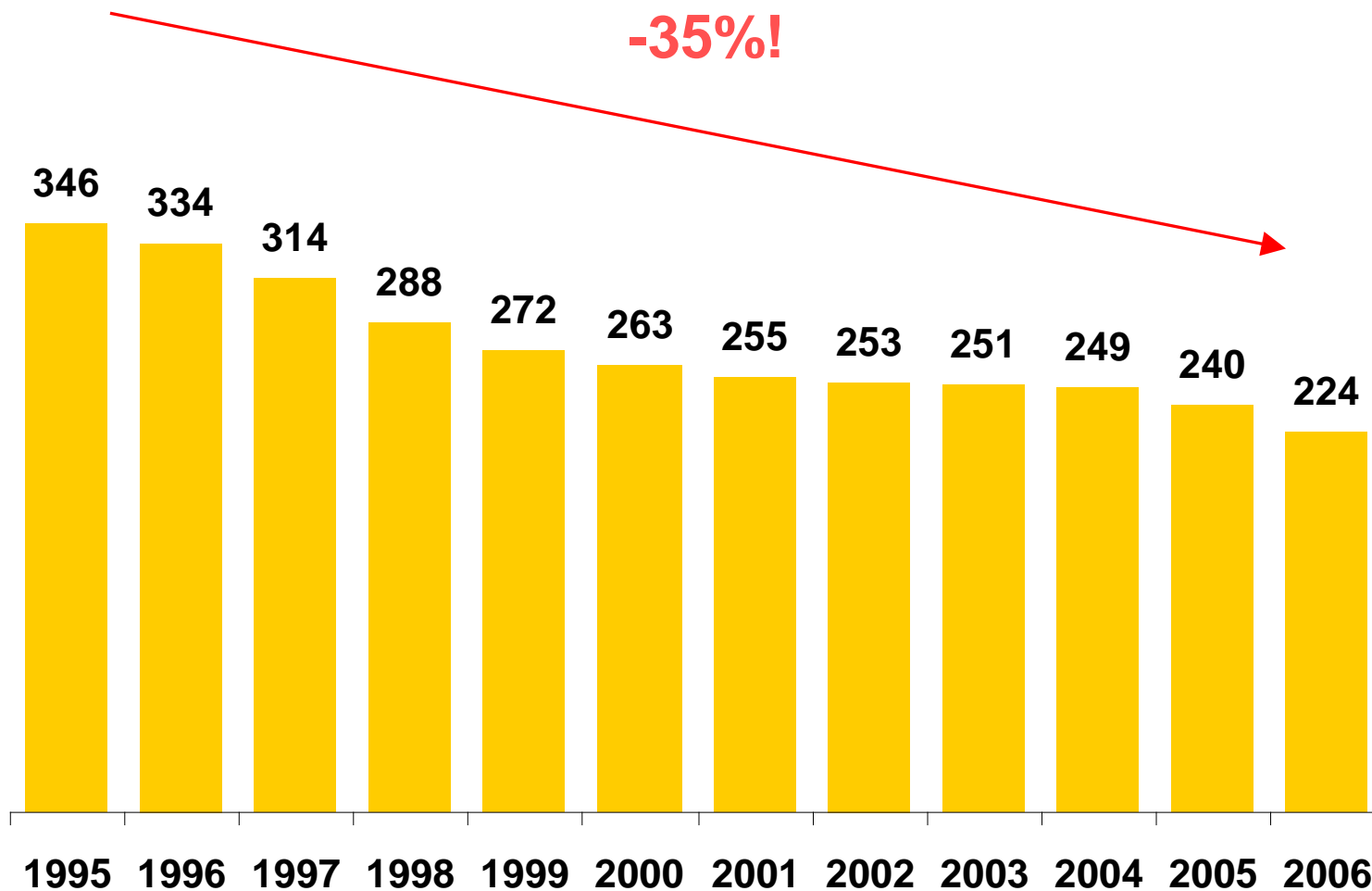
*New roots for traditional European foods:  
Possibilities for success and sustainability*

Brussels, 13 April 2010



# Number of Enterprises

**-35%!**



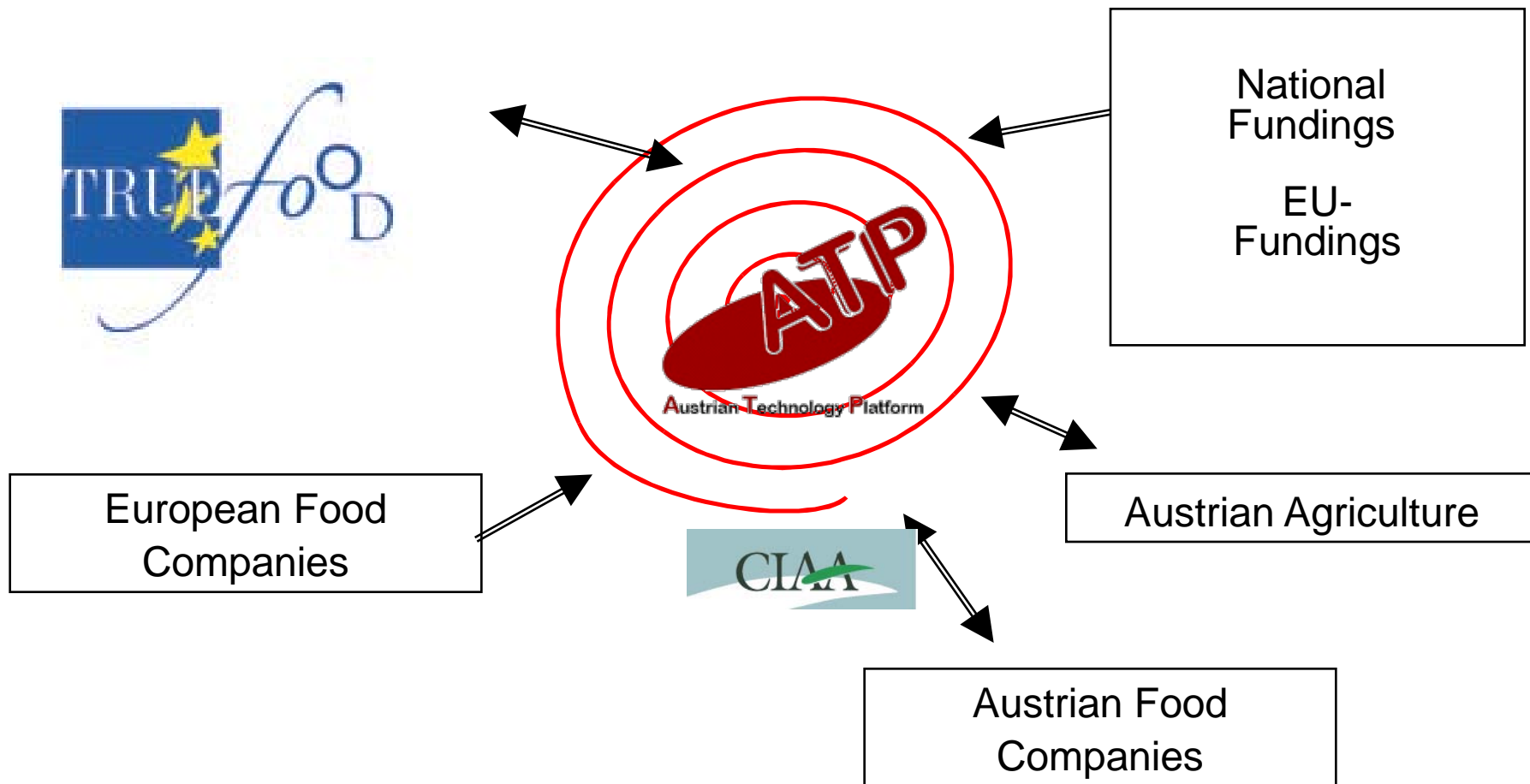
# The Way out

Strengthening of Austrian Food producers through  
Innovation in:

- Products
- Processes
- Hygiene
- Systems
- Knowledge

→ **Networking to bring Innovation to the Companies**

*Servicepoint for innovation, technology transfer and training*





# Core Activities TDU Austria

- Training:  
app. **50 dedicated trainings** in TRUEFOOD
- Technology transfer:  
over **10 projects for applied innovation uptake** by SMEs related to TRUEFOOD research results
- Communication  
Info Days, Matchmaking events, Conferences, Website, TROPHELIA, funding system



# Funding Assistance

- National Research Promotion Agency FFG designed „Food Initiative“ with support by TDU Austria
- Funding Emphasis on Food related Innovation Projects
- 50% Funding
- Cash and Interest free Credits
- Fast and efficient project handling



# Food Initiative – Success!

Project Volume 86,0 Mio. Euro

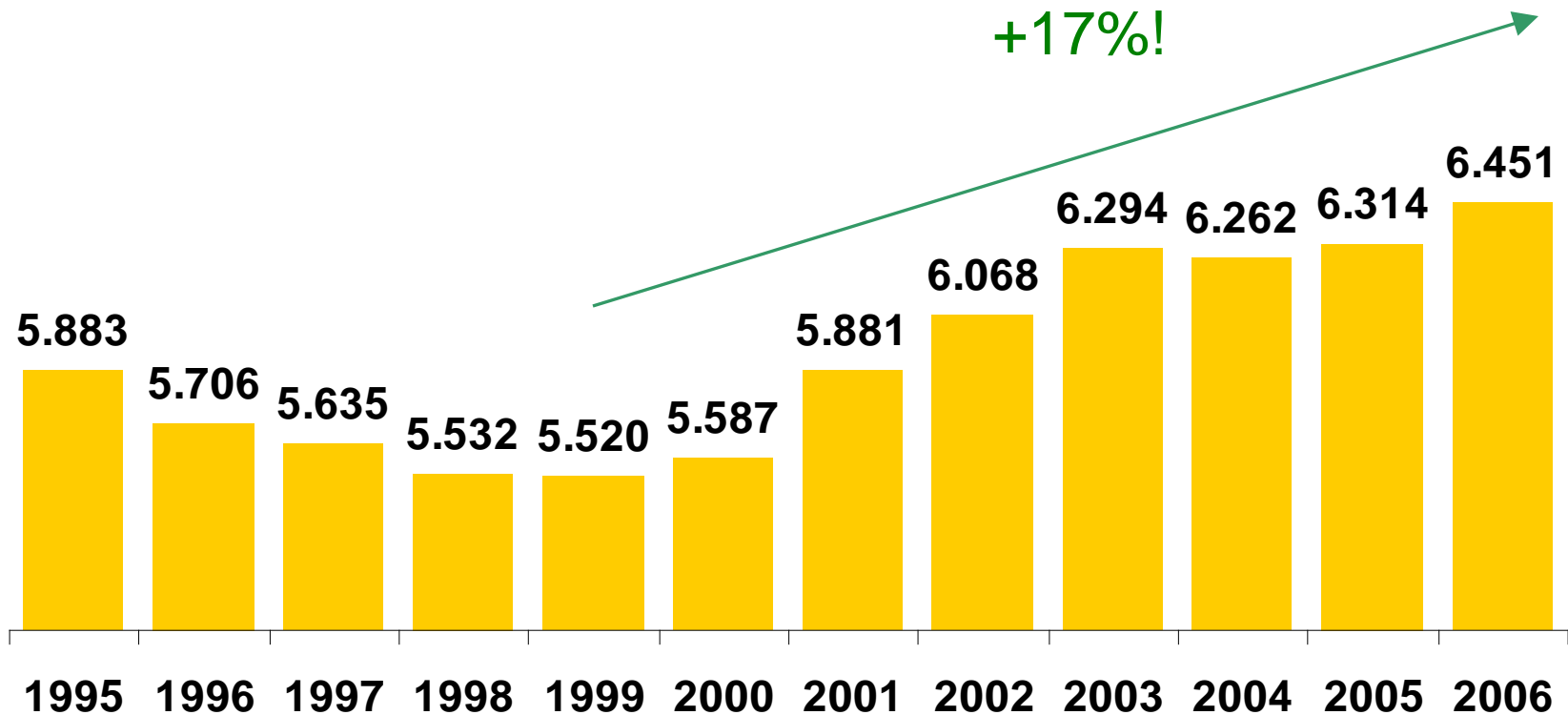
## Subsidies

Grants 18,80 Mio. Euro

Loans 20,60 Mio. Euro



# Turnover in Mio Euro



# TDU - Use for Companies

- Exploitable R&D Results
- Funding for the use of innovation in the company
- Implementation of internal expertise for keeping up with trends and developments
- Competent, fast, target orientated information
- New contact to experts: direct and cheap
- Effectice training and knowlege transfer
- Ideas for new products, processes and packaging inside the company

—————▶ **Sustainability beyond the project!**

# Thanks for your attention!

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