



#### SECTION 1 · HIGHTECH EUROPE

### HIGHTECH EUROPE – FIRST INNOVATION AND TECHNOLOGY TRANSFER WORKSHOP ON PACKAGING TECHNOLOGIES

There was a major progress in packaging technologies during the last decade. Nanotechnology applications raise interest as packaging material delivering active compounds with antimicrobial and antioxidative properties on nano scale. Novel packaging materials are become biodegradable, renewable and regulate/ control transfer of selected gases through its layers.

Even information and communication technologies are becoming more and more important in cases of QMRA, logistics, and active and intelligent packaging systems.

These technologies enable transparency and traceability alongside the whole supply chain. And what about consumers' perception? Are they accepting all these new materials and technologies?

The first HighTech Europe Workshop on novel packaging is encouraged to answer all these questions and will provide an in depth view on novel and upcoming technologies in the field of packaging considering consumer perception. Therefore HighTech Europe has selected a number of well recognized lecturers:

PROGRAMME	09:00	Registration and Coffee
	09:30	Welcome Milan Houska, Food Research Institute Prague Kerstin Lienemann, German Institute of Food Technologies
	09:40	Active and intelligent food packaging - challenges of nanotechnology Jaroslav Dobiás, Institute of Chemical Technology Prague
	10:20	CHILL-ON – Developing and integrating novel technologies to improve safety, transparency and quality assurance of the chilled/ frozen food supply chain Maria Eden, Coordinator CHILL ON
	11:00	Renewable vs. biodegradability - new materials for packaging technology Michael Pitzl, Austrian Research Institute for Chemistry and Technology
	11:40	Consumers' perception of active and intelligent packaging Peter Burgess, Campden BRI
	12:30	Lunch Break
	13:30	ENN Brokerage Event

HighTech Europe is the first Network of Excellence on food processing facilitating communication between industry and science in order to increase innovations in food technology across Europe.

REGISTRATION	Date	4th of March 2010
	Location	Salima exhibition Brno, Pavilion P, first floor, room P1 and free space around
	Workshop fee (including SALIMA Entrance)	
	Full	50 € (1315 CZK) incl. workshop in the morning and EEN Brokerage Event in the afternoon, lunch and refreshments.
	Students	25 € (657 CZK) incl. workshop in the morning and refreshments

Please register and pay until the 28th of February 2010  
[www.brokerage-events.eu/salima10](http://www.brokerage-events.eu/salima10)

Cancellations: 20 working days before the event, full refund

Later you can announce in time and send the substitute person – no refund

Occasionally, due to circumstances beyond our control, alterations to timing and content of events may become necessary. We therefore reserve the right to modify the event information.

## SECTION 2 · Enterprise Europe Network

### OBJECTIVES

At the brokerage event at SALIMA 2010 HighTech Europe and the Enterprise Europe Network (EEN) will bring together players from all over Europe to discuss and match offer and demand in the food packaging and related areas and to establish technology and research co-operation.

### TARGET GROUPS

Companies, universities and research institutes interested in finding

- Innovative solutions and products
- New markets or new applications
- Partners for research and development

### HOW TO PARTICIPATE

- Reserve time for discussion at the exhibition in Brno on the 4th of March 2010.
- Define your co-operation wish.
- Register and fill in a form with your technology profile to be published in the online catalogue
- Browse the catalogue of offers and requests and inform us whom you would like to meet at the matchmaking event.
- After receipt of your preliminary individual meeting schedule please confirm that you will be able to participate or inform us of any difficulties.
- Come to the venue of the HighTech Europe Workshop (Room P1)

### YOU CAN REGISTER VIA

[www.brokerage-events.eu/salima10](http://www.brokerage-events.eu/salima10) or ask your local EEN partner for relevant documents.

TIME SCHEDULE	Ongoing	Compilation of profiles for online catalogue (note: the earlier you submit your profile the better are your chances of finding the right partners)
	15/02/2010	Deadline for registering profiles
	22/02/2010	Deadline for requesting meetings
	01/03/2010	Sending out schedules
	04/03/2010	Bilateral meetings according to individual schedules

### LOCATION

SALIMA Food Fair, Room P1

### COSTS

Participation for this event is free of charge

### WEBSITES

Online catalogue and registration: [www.brokerage-events.eu/salima10](http://www.brokerage-events.eu/salima10)  
Information about the EEN: [www.enterprise-europe-network.ec.europa.eu](http://www.enterprise-europe-network.ec.europa.eu)  
Information about SALIMA 2010: [www.bvv.cz/salima-gb](http://www.bvv.cz/salima-gb)

### ENTERPRISE EUROPE NETWORK

The Enterprise Europe Network (EEN) offers support and advice to business across Europe and helps them make the most of the opportunities in the European Union. It is made up of close to 600 partner organisations in 45 countries, promoting competitiveness and innovation at the local level in Europe and beyond.

The event is kindly supported by:



HighTech Europe is a Network of Excellence of the 7th Framework Programme of the EU

[www.hightecheurope.eu](http://www.hightecheurope.eu)