

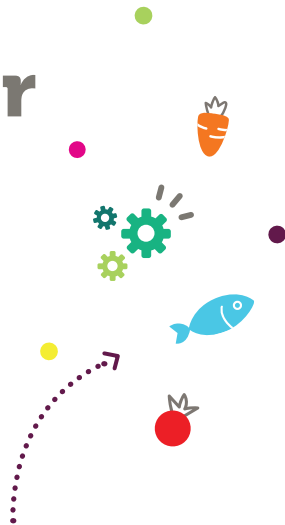
**Valorial**<sup>®</sup>  
MAKING FOOD SMARTER



# The right *ingredients*

RECIPE BOOK

"Making the  
**agri-food sector**  
of Western France  
the home of  
*smarter food*"



## Who we are

### > **N°1 network**

devoted to agri-food  
innovation through a  
collaborative approach

### > **2006**

Launch of the  
competitiveness cluster

### > **Our core mission**

To identify, set up and support  
collaborative and innovative  
R&D projects



### > **1 team of facilitators** *who know their onions*

See pages 6 & 7



### > **An extensive work programme**



# Sharing our values



## attentiveness

#ACTIVELISTENING  
#PARTICIPATION  
#PROMOTION  
#ACTION  
#PROXIMITY  
#UNDERSTANDING  
#NEEDS



## smarter food

#HEALTHY  
#RESPONSIBLE  
#CONNECTED  
#CONVENIENT  
#PERSONALISED



## openness

#STIMULATION  
#INTERDISCIPLINARITY  
#BEYONDBOUNDARIES  
#NEW  
#INTELLIGENCE



## competitiveness

#SECURITY  
#VISIBILITY  
#ECONOMICGAINS  
#SEEKINGFUNDING



## togetherness

#HUMOUR  
#SHARING  
#GOODWILL  
#MEETNEWPEOPLE

# Who's who?

Play our matching game!



- **Director** | Jean-Luc Perrot
- **Project Leader** | Régis Del Frate
- **Innovation Officer** | Caroline Revol



- **Junior Project Manager** | Gwenn Weber
- **Communication & Intelligence Officer** | Christophe Jan



?



- **Business Development Officer** | Romain Cuculi
- **Member Relations & Management Assistant** | Valérie Baudeux
- **Project Leader & Pays de la Loire Delegate** | Viviane Kerlidou

- **Project Leader & Normandy Delegate** | Sandrine Grosbois
- **Project Leader & Western Brittany Delegate** | Fabien Le Bleis
- **International Project Manager** | Adrienne Gentil

**325**

**members**

including 2/3 in industry

*representing*

more than

**600**

**organisations**

over

**€3 billion**

expected additional  
cumulative turnover\*

\*for projects approved since 2014

over

**3,000**

**contacts & potential  
partners**

*Since 2006*

**404**

**innovative collaborative  
projects approved**

**€675 M**

**invested in R&D**

**880**

**industry partners  
& researchers involved  
in projects**

**86 %**

**industrial projects funded**

**194**

**projects  
completed**

over

**1,300**

**new jobs expected\***

Way  
to go!

*Key figures*

**pole-valorial.fr**

**30,000**

visitors/year

**100,000**

pages viewed/year



**@Pole\_Valorial**

over

**2,500**

followers

more than

**1,850**

tweets

*At the heart of Europe's  
N° 1 agri-food region*



**1** *LinkedIn*  
page

**Liv9\***

*Newsletter*

**over 6,000**

subscribers



*Press coverage*

**over 500**

mentions/year

# Dinner time!

## The guests

- › **All agri-food companies and players, from production to consumption, from micro-businesses to multinationals, not forgetting start-ups:**
  - manufacturers of foods, ingredients, consumer food products,
  - equipment suppliers,
  - packaging producers.
- › **Public & private innovation partners.**

## What's in the pot?

The projects approved by Valorial receive public co-funding.

The technical development of each project draws on the skills of the Valorial team and thematic experts from our support network: ADRIA Développement, Breizpack, CBB Capbiotek, CEVA, CTCPA, ID2Santé, IDmer, Pôle Agronomique Ouest, Vegenov, Zoopôle Développement.

## Missions



- › **Making smarter food a unifying value:** healthy, responsible, convenient, connected, personalised.
- › **Connecting** businesses and research partners.
- › **Stimulating and facilitating** the emergence of collaborative projects.
- › **Building and managing** a community committed to smart foods.

## Strengths



- › **A stakeholder community with a shared commitment** to strong, consistent values.
- › **A legitimacy** based on the region's specificities and on recognised expertise.
- › **An identity** built on successful projects.

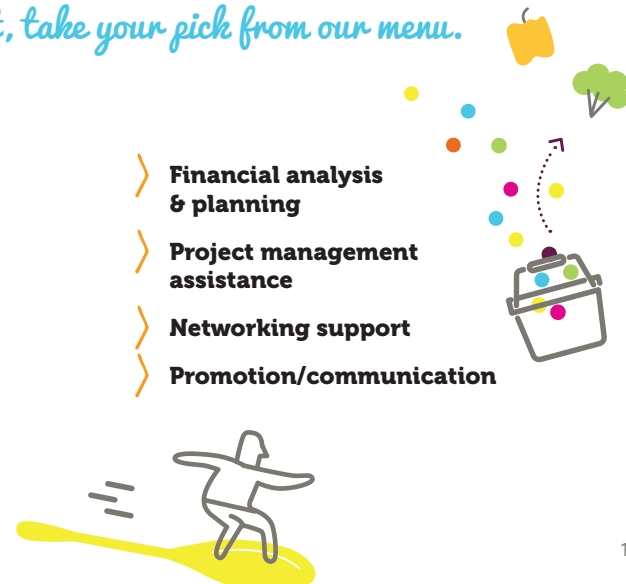


## A chain of *personalised services*

*From idea to market, take your pick from our menu.*

### *Our ingredients*

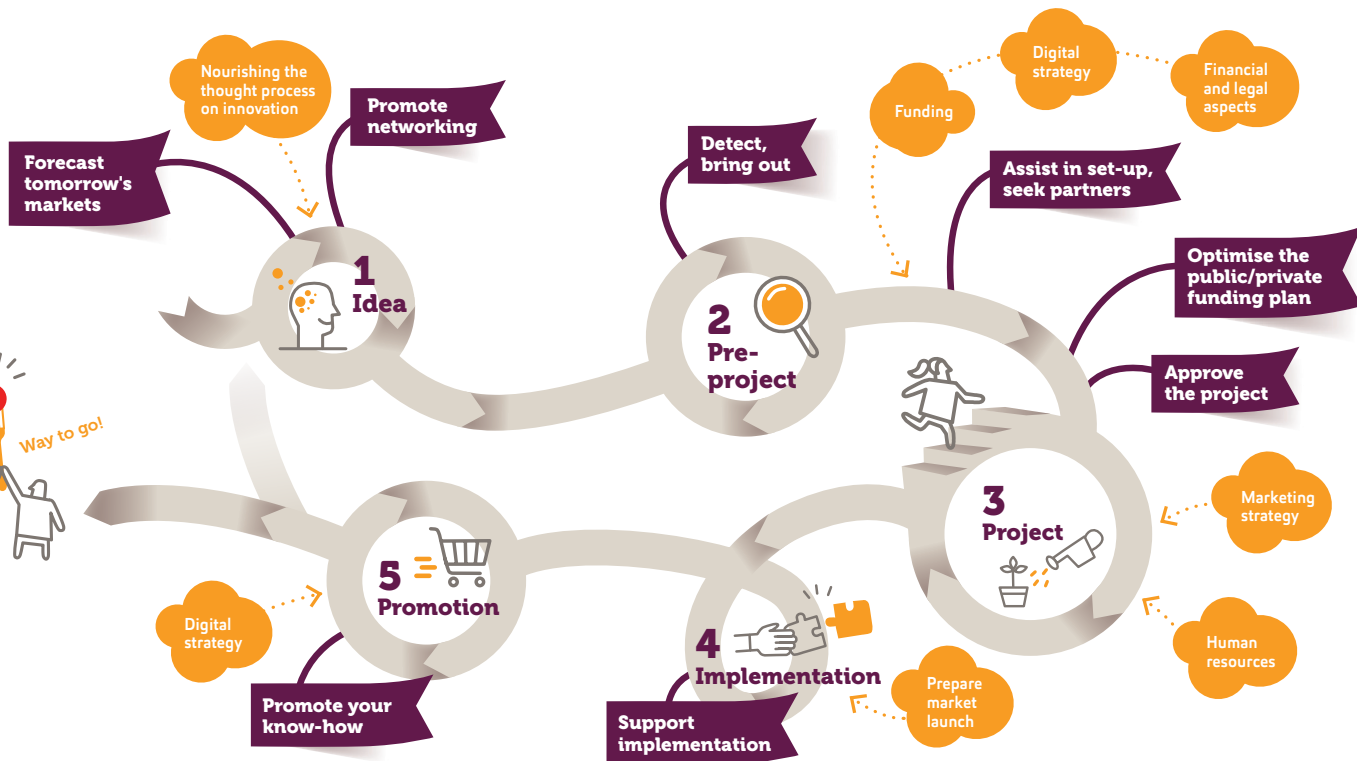
- > **Consultancy services for project set-up**
- > **Specialised intelligence: "Science & technologies", "Food trends", "Nutrition & health", "Thematic focus & zoom"**
- > **Search for partners**
- > **Financial analysis & planning**
- > **Project management assistance**
- > **Networking support**
- > **Promotion/communication**



# 5 milestones on the road to innovation

## YOUR R&D PROJECT

- 1** GENERATE OPPORTUNITIES
- 2** ASSESS THE CONCEPTS & CHOOSE
- 3** DEVELOP & FINE-TUNE
- 4** IMPLEMENT & INDUSTRIALISE
- 5** MARKET



 Valorial services

 Augmented services  
by Partners Club



Enter our augmented  
reality experience!

1

**Download**  
the Hippocampe  
app



Download on the  
**App Store**



GET IT ON  
**Google Play**

2

**Scan** the saucepan  
on the front cover

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@Pole\_Valorial



With funding from

