"Making the agri-food sector of Western France the home of smarter food"
Sharing our values

- attentiveness
- smarter food
- openness
- competitiveness
- togetherness

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

#HEALTHY
#RESPONSIBLE
#CONNECTED
#CONVENIENT
#PERSONALISED

#STIMULATION
#INTERDISCIPLINARITY
#BEYONDBOUNDARIES
#NEW
#INTELLIGENCE

#SECURITY
#VISIBILITY
#ECONOMICGAINS
#SEEKFUNDING

#HUMOUR
#SHARING
#GOODWILL
#MEETNEWPEOPLE
Who’s who?

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

Play our matching game!
325 members including 2/3 in industry
3,000 contacts & potential partners
3,000 organizations
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
86% invested in R&D
€3 billion expected additional cumulative turnover*

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

Since 2006

pole-valorial.fr
30,000 visitors/year
100,000 pages viewed/year

@Pole_Valorial
over 2,500 followers
over 1,850 tweets

Newsletter
over 6,000 subscribers
Press coverage
over 500 mentions/year

Way to go!

* for projects approved since 2014

Over more than

over €3 billion

Over more than

2,500 followers
Over more than

1,850 tweets

LinkedIn page

1

Over more than

over 6,000

Over more than

over 500

Way to go!
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, Brefpack, CD8 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.

Dinner time!

The guests

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- equipment suppliers,
- packaging producers.

Public & private innovation partners.
A chain of personalised services

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

Our ingredients

- Consultancy services for project set-up
- Search for partners

- Financial analysis & planning
- Project management assistance
- Networking support
- Promotion/communication

5 areas of excellence

- Food quality & safety
- Innovative technologies (processes, packaging)
- Animal & human nutrition & health
- Functional ingredients
- Food uses & marketing

with a cross-cutting sustainable development approach
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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