



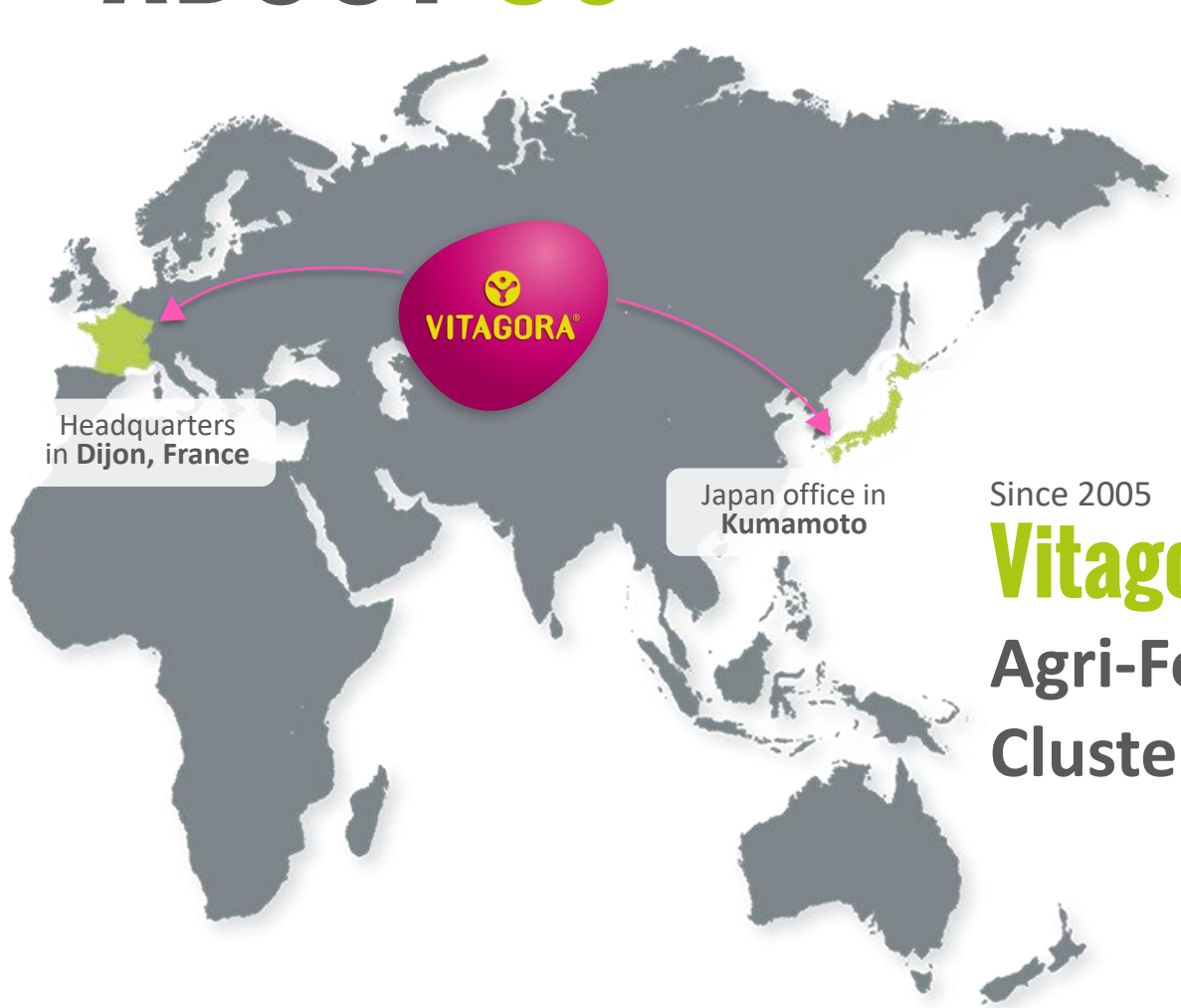
VITAGORA
AGRI-FOOD
INNOVATION
CLUSTER

Our global expertise and local insight to help you reach your development goals



VITAGORA

ABOUT US



Headquarters
in Dijon, France

Japan office in
Kumamoto

Since 2005

Vitagora

Agri-Food Innovation Cluster



VITAGORA

OUR RELATIONSHIP WITH **KBCC**

Since 2007, Japan, in particular Kyushu, identified as a strategic partner for Vitagora



**10 years of
collaboration**



Vitagora's Japan office:

A partnership between KBCC and Vitagora



Complementary expertise and knowledge



Collaborative projects between both clusters' members



New opportunities outside of Japan



VITAGORA

AN INTERNATIONAL CLUSTER

Our cluster has

550 members

throughout the world

including

370 companies

 **New opportunities** for international development and technological solutions

 **A large range of experts** from farm to fork

 **A wide diversity** of organizations:
Start-ups, SMEs, Multinationals
Research units, Universities



A Gold Label cluster in recognition of Vitagora's positive impact on our members' development



VITAGORA

OUR EXPERTISE AND VISION TO HELP DRIVE YOUR **INNOVATION**

Our team of

23 specialists

assists our members in reaching their innovation goals.



We have 15 years experience supporting innovation in agri-food markets



More than 60 of the world's leading agri-food corporations have chosen Vitagora to help achieve their innovation goals

Danone, Mondelez, Suntory, General Mills, Cargill, McCain, Lesaffre, Nestlé Purina, Mars, Groupe Seb, Symrise, Firmenich etc.

Example of Suntory

Actions carried out for

Suntory Global Innovation Center

- Partner and expert search in Europe and the world
- Scientific intelligence and trend insights
- Innovation project set up
- Learning expeditions and BtoB meetings in Dijon

SUNTORY



VITAGORA BUSINESS OPPORTUNITIES IN FRANCE AND IN EUROPE

Vitagora helps you access BtoB or BtoC agrifood markets

These companies launched in French and European agrifood markets with assistance from Vitagora:



Access to a large and dynamic network of agrifood companies

BtoB clients or B2C development partners



Market intelligence, analysis of opportunities for your products and solutions



Matchmaking events and learning expeditions



VITAGORA

WHAT WE DO AT OUR JAPAN OFFICE



KBCC and Vitagora

Your local contact, helping to:

- Identify and understand your needs
- Provide practical support with follow up from both sides



Identifying European market and innovation opportunities

- Trend/science/technology intelligence and benchmarking
- Strategic development in fermentation

For companies: optimization of production, quality, sensory properties, cost saving

For consumers: meeting expectations for natural and healthy products and exotic flavours



Fostering French-Japanese partnerships

- Collaborative R&D projects with practical support
- Europe-Japan export club
- Promotion of Vitagora and KBCC products and technologies
- Qualified partner search & matchmaking (delegations, events, partnership missions)



A PERSONNALISED SUPPORT according to your goals



PARTNERS and EXPETISE search

Priority access to our professionally managed food innovation ecosystem
Direct connections at national and international scale



DEVELOPMENT support

Identification of business opportunities
Business management support : Market strategy diagnostics, access to a committee of private investors



INNOVATION PROJECT support

Partner search, intellectual property, funding search, project management, technical support, commercial deployment



INTERNATIONALISATION support

Personal action plan, access to international business missions, customized learning expeditions



PROMOTION support

Access to Vitagora events, targeted B2B networking events and promotion through Vitagora's communication tools



Agri-food related RESOURCES CENTER

Full access to our intelligence publications and newsletter : science and technologies, trends, organizational innovation ...



The "START-UP" mindset

Access to the start-up community of ToasterLAB, our 100% agri-food acceleration program



CONTACT US !

We put our expertise, vision and ecosystem to use to find solutions adapted to your needs.



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VITAGORA

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