

Food Business Summit 2022

- **Date:** 23.-24.3.2022
- **Place:** Seinäjoki, Finland

The Food Business Summit 2022 will be organised in the city of Seinäjoki, South Ostrobothnia as a two-day event on the 23rd and 24th of March.

The first day of the summit is directed for the international partners and presents the current activities of Food Business Development in the region of South Ostrobothnia, Finland.

The second day of the summit is directed for Food SMEs concentrating on future food trends as well as promotion of SMEs' food products.

Both days also offer good networking possibilities for both national and international Food SMEs and Food Business Developers.

The summit is organised in collaboration between few key organisations in the food sector, including also some of the ongoing development projects in the region. The partnering organisations are Into Seinäjoki Business Development, Seinäjoki University of Applied Sciences and Regional Council of South Ostrobothnia.

We warmly welcome you to join us in March!

More information about the programme as well as registrations will be provided later.

Contact information

Day 1 for international partners

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Day 2 for SMEs

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Wednesday 23.3.2022

Food Business Summit day 1 - Day for international partners

- **Food Business and Food Business Development in South Ostrobothnia** (from 9:00 until 12:00)
 - Presentation of few specific activities and good practices - TBA
- **Food Province Lunch at Prikka** (from 12:00 to 13:30)
- **A study visit tour at SeAMK laboratories** (from 13:30 to 15:15)
 - Case 1: #FromWaste2Taste at Frami Food Lab. Demo of brewing beer of waste bread.
 - Case 2: #Robohand on duty. Demo of robotic hand serving food in hospitals.
 - Case 3: #XR technology and Food.
- **Site visits to some food SMEs** (from 13:30 to 17:30) - TBA
- **Food Province Dinner at Rytmikorjaamo** (from 19:00 to 22:00)
 - Food stories and multisensory experiences from the Food Province
 - Networking

Thursday 24.3.2022

Food Business Summit Day 2 - Day for SMEs

- **Food Business Summit Seminar** with focus on future food trends (from 9:00 to 14:00)
 - Seminar directed to Finnish Food SMEs - speakers TBA
 - Most speeches in Finnish - simultaneous interpretation for international guests
- **Food Business Challenge Final** - pitching of finalist business ideas (from 12:00 to 16:00)
 - Showroom of final pitches, voting for finalists and announce of the winner
 - Food Business Challenge is a national food business competition for students organized yearly by Seinäjoki University of Applied Sciences
- **Match Making and Local Food Fair** (from 14:30 to 16:30)
- **Farewell dinner (19:00)**

Partnering organisations and projects

Into Seinäjoki Business Development

- Organisation of the Food Business Summit Seminar and Local Food Fair
- Projects involved
 - FoodHub project

Seinäjoki University of Applied Sciences

- Site visits at SeAMK laboratories and Prikka Living Lab
- Organisation of Food Business Challenge competition and Local Food Fair
- Projects involved
 - [Regions4Food project \(Interreg Europe\)](#)
 - FoodHub project (European Regional Development Fund)
 - Food Province 2030 Strategy project (European Agricultural Fund for Rural Development)

Regional Council of South Ostrobothnia

- Organisation of the Day 1 for international partners
- Projects involved
 - [FRIDGE project \(Interreg Europe\)](#)



European Union

European Regional
Development Fund



European Union
European Regional
Development Fund



The European Agricultural Fund for Rural Development

Europe investing in rural areas



European Union
European Regional
Development Fund



ETELÄ-POHJANMAAN LIITTO
Regional Council of South Ostrobothnia



SeAMK
SEINÄJOEN AMMATTIKORKEAKOULU
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES