

INVITATION

"THE FUTURE IS PLANT-BASED"

Food innovation hub in the north of Germany

Monday – Friday, September 18-22, 2023

Innovation technology meets food trends

On behalf of Germany Trade and Invest (GTAI), in cooperation with the Invest in Mecklenburg-Vorpommern GmbH, we are pleased to invite you to our upcoming inbound delegation visit which aims to highlight Germany's industrial strategy and the latest business opportunities in Europe's largest market.

The event will take place in Mecklenburg-Vorpommern, Germany's high-tech location for Food Ingredients, from Monday, September 18, 2023, until Friday, September 22, 2023. Invest in Mecklenburg-Vorpommern GmbH co-creates the visit with industry-specific knowledge.

Companies in Mecklenburg-Vorpommern are pioneering in the thriving market of alternative, bio-certified and plant-based proteins, which is growing annually by more than 30 %. Mecklenburg-Vorpommern offers an excellent location thanks to its proximity to Hamburg, Berlin, Central Europe, Scandinavia, and the Baltics. The region boasts a skilled workforce in the food innovation sector, great infrastructure, an efficient production network and established suppliers in areas such as ingredients manufacturing and the processing industries.

During the visit, you will have the chance to see the latest developments in food technology by visiting leading companies in the field as well as high-profile research institutes, such as the Fraunhofer Institute. Innovative highlights in the region's industry are the extraction of protein from Blue Lupin, legumes and insects and its procession to flour, protein isolate, starch, and fibers.

Additionally, you will have the chance to visit the "Norddeutscher Ernährungsgipfel" (North German Food Summit), an event focused on the food industry that brings together key figures from business, industry, politics, and associations. Further, experts in the field will discuss Mecklenburg-Vorpommern's latest research and developments in the field and share best practices.

Use the [online registration form](#) linked here to indicate your interest in joining the delegation. The deadline to apply is Friday, July 14. Please find a draft program agenda below.

GTAI covers many of the program costs for participants, including hotel accommodations, transportation to all visits within Germany, the facilitation of all meetings, and select meals within the scope of the program. There is no separate program fee. Participants are responsible for their own airfare to and from Germany and for meals that are not part of the official program.

We very much look forward to meeting you in Rostock!

Supported by:



Federal Ministry
for Economic Affairs
and Climate Action



Federal Government Commissioner
for East Germany

on the basis of a decision
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GTAI Food Delegation to Mecklenburg-Vorpommern, Germany, September 18-22, 2023

Draft Program Agenda

09/17/23 Individual Arrival to Rostock, Germany

Recommended Flight: SAS SK944 and SK651 via Copenhagen (CPH)

Dep: Saturday, September 16, at 10:00 pm from Chicago O'Hare International (ORD)

Arr: Sunday, September 17, at 6:25 pm in Hamburg (**HAM**)

09/18/23 Official Program begins: Introductions and Delegation Briefing

Site Visit and Networking: Stern Wyviol

Site Visit and Networking: SweetTec

Delegation dinner (at participants' cost)

09/19/23 Site Visit and Networking: Centre for Nutrition and Food Technology Neubrandenburg

Incl. Site Visit of the Neubrandenburg University of Applied Science

Site Visit and Networking: Consun Beet

Expert talk on Bioeconomy and Plan A

Site Visit and Networking: Leibniz Institute for Plasma Science and Technology (INP Greifswald) e.V.

Delegation dinner (at participants' cost), City Tour Rostock

09/20/23 Site Visit and Networking: INOVA Protein

Site Visit and Networking: Fraunhofer Institute for Computer Graphics Research IGD - Smart Farming

Networking Event with Dinner Buffet, incl. Expert insights and Delegation Participant Pitches

09/21/23 Business Brunch and Matchmaking at Hohe Düne Warnemünde

Attendance at the 'Norddeutscher Ernährungsgipfel'

- Welcome Remarks
- Status Quo: Comparison of the German and the U.S. market
- Networking and visit of the accompanying exhibition
- Closing remarks

Wrap-up/Feedback session and delegation dinner (at participants' cost)

09/22/23 Individual Departure

Recommended Flight: SAS SK1648 and SK943 via Copenhagen (CPH)

Dep: Friday, September 22, at 1:15 pm from Hamburg (HAM)

Arr: Friday, September 22, at 5:45 pm in Chicago O'Hare International (ORD)