

NEWS AND EVENTS OF THE DAY

Young Innovators Network for sustainable Ideas in the Agro-Food Sector

THE FIRST NO-BLE IDEAS FEST – Bari (IT), 23-24 May, 2013

Favouring the enhancement of research results of young innovators, the promotion of applied research and the merging between public/private demand and supply of research and innovation for a sustainable growth of agro-food sector in South East Europe area. This is the main objective of NO-BLE Ideas Project (Young InNOvators Network for SustainaBLE Ideas in the Agro-Food Sector) financed through the South East Europe Transnational Cooperation Programme (SEE), which involves 13 partners from 7 South East Europe Countries (Italy, Bulgaria, Hungary, Romania, Slovenia, Serbia and Albania).

Within the 3rd Innovation Festival, the city of Bari (in Apulia) hosted on 23 and 24 May the NO-BLE Ideas Fest, the first among those of the transnational circuit of travelling events provided by the Project and hosted in existing innovation festivals or events for innovation in the agro-food sector of each of the seven SEE countries. The Innovation Festival of Bari was organized by ARTI Puglia, the Regional Agency for Technology and Innovation, which is also the Lead Partner of the project.

As provided by the Project, the NO-BLE Ideas Fest format is articulated into 4 events: "Success Stories", "Coffee with the scientist", "Eureka: fund your idea" and "Brainstorming session".

There was a good evidence of participation in the events of the Fest by young innovators, engaged in spin-offs and innovative companies of the food industry. The project also attracted the interest of the Apulian universities, research bodies and numerous high schools, visiting the Innovation Festival (about 2,850 students).

BIG ATTENDANCE FOR PUBLIC EVENTS

The NO-BLE Ideas Fest events started on 23 May afternoon with the "Success Stories", a presentation of stories of successful young innovative entrepreneurs in the agrofood sector (as best practices for young ideators and students): BIOCOMLAB, spin off from University of Bari and Foggia, dealing with the development of methodologies for the production of functional foods or drinks; Gianfranco Fino Viticoltore, whose "Primitivo di Manduria ES" wine was defined "The Best Wine 2012" by the Guide to the Best Wines of Italy; Giulianipharma (Consumer health Branch), a leader company in production of gluten free food.

Afterwards, the Coffee with the scientist was held in one of the most central squares in town: a well known journalist and showman interviewed Cosimo Lacirignola, Director of the Mediterranean Agronomic Institute of Bari on the topic "Why the Mediterranean Diet is not a diet?", promoting a fruitful interaction with the public, mainly composed by students, young innovators, young researchers, spin-offs and innovative start-ups.

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A GOOD OPPORTUNITY TO COMPARE SKILLS AND EXPLORE OPPORTUNITIES

On 24 May the event "Eureka: fund your idea" was held in the Chamber of Commerce of Bari, a workshop on funding opportunities for young researchers. Representatives of the regional development agency (PugliaSviluppo), regional policy-makers and private investors (Intesa San Paolo bank) illustrated existing financial tools specifically intended to support young ideators in the agrofood sector.

Later, in the afternoon, the Chamber of Commerce also hosted the "Brainstorming session", in which young researchers, entrepreneurs and innovators presented their own innovative ideas in the agrofood sector to a panel of famous national and Apulian enterprises (among which Alce Nero, Libera Terra Puglia, Valle Fiorita, Mucci Giovanni, Feudi San Marzano).

A DEDICATED EXHIBITION SPACE

Within the Innovation Festival in Bari, the NO-BLE Ideas project was also promoted with an exhibition space, hosting two further project activities: the "Virtual market", presentation of innovative ideas in the field of food through a computing platform built by METID - Polytechnic of Milan (project partners), and the "Sign up campaign", an awareness campaign to expand the network of NO-BLE Ideas at the local level and to ensure maximum visibility to the project.

The no-BLE Ideas Fest Bari ARTI has been realized in collaboration with the Chamber of Commerce of Bari (Italian partner of the project) and the Mediterranean Agronomic Institute of Bari.

COMING SOON: THE NEXT NO-BLE IDEAS FESTS

- 3-5 October, 2013: FestAgralim in Timisoara (ROM)
- 6-9 November, 2013: Interfood & Drink in Sofia (BUL)

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COFFEE WITH THE SCIENTIST
BARI – ITALY
MAY 2013

EXHIBITION AREA
BARI – ITALY
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