



Food & Health Innovation Service Developing Healthy Products 1st March 2012

Intellectual Assets Centre, SkyPark 2,
12 Elliot Place, Glasgow, G3 8EP

9.15 am – 3.30 pm

The development of new products is the lifeblood of the food & drink sector and a critical aspect of staying ahead of the competition. This workshop is an exciting opportunity to discover more about the innovation process. Delegates will be exposed to the techniques available for idea generation and also understand more of the rigours and requirements of developing healthy foods.

Our presenters include the FHIS team together with experts from Campden BRI, Keith Whyte of Mitchells Dairy, and the University of Abertay, showing how FHIS and university collaborations are benefitting their business. You will also hear more about how Scottish universities can support your New Product Development and support available from the Intellectual Assets Centre.

Agenda

- **Why develop healthy products** (Sarah Chapman, Campden BRI)
- **Generating new ideas** (Rachel Gwinn, Campden BRI)
- **Teamwork and the brief** (Emma Hanby, FHIS)
- **Shelf-life considerations** (Sarah Chapman, Campden BRI)
- **Introduction to sensory techniques** (Rachel Gwinn, Campden BRI)
- **Legislation** (Sarah Chapman, Campden BRI)
- **Company Case Study** (Mitchells Dairy and University of Abertay)
- **NPD capabilities in Scottish Universities** (Fiona Schäfer, FHIS)
- **Intellectual Assets Centre Support** (Ewen Macaulay, Intellectual Assets Centre)
- **How FHIS can help & booking a meeting** (Philip Richardson, FHIS)

To register for free please click the following link -

<http://www.eventbrite.com/event/2772836629>

The Intellectual Assets Centre is based at Skypark 2 close to the main building (attendees should head straight through main Skypark reception to the exit doors adjacent to the external lift. Heading through the exit doors, the Centre is 10 metres away, directly in front). Skypark's detail directions may be found here:

<http://www.skypark-glasgow.com/howtoget.pdf>

For more information about the Food & Health Innovation Service, please visit our website at

www.foodhealthinnovation.com