



Invitation
Cross Regional Event
20th & 21st March 2024, Cologne

**enHancing dligital and green growthH in the
Food processing industry via Interregional
innoVation invEstments**



This project has received funding under the European Union's
I3 programme under grant agreement 101083989



Invitation

Cross Regional Event HIGHFIVE & EU-Day at Anuga FoodTec

Are you about to visit Anuga Food Tech? Then don't miss our Cross Regional Event at that fair, the place where innovation, business, connections and collaborations are made and the future of the agri-food industry is shaped.

Take the opportunity to meet HIGHFIVE, a dynamic community of agri-food SMEs and networks from across Europe, all with a common goal: to drive digital transformation and shape the future of the industry.

You are also welcome to take part in our guided tours of the trade fair.

Wednesday, 20th March 2024

Meeting Point: Anuga FoodTec, Zenit Lounge, Hall 5.2, Stand A-120/D-129

10:00 – 10:30 HighFive Workshop

*Implementing Green and Digital Solutions in Food Processing -
Success Stories from HIGHFIVE project fostering interregional innovation investments
Veerle de Graef / Flander's Food; Norbert Reichl / Food-Processing Initiative;
selected company partners HIGHFIVE*

12:00 – 14:00 Walking pitch, connect & learn!

Guided tours at Anuga FoodTec

Meeting Point: Anuga FoodTec, Hall 5.2, Stand A-120/D-129

15:45 – 17:45 EU-Day @ Anuga FoodTec 2024

Future of Food: On the path to a resilient and sustainable food industry

Location: Anuga FoodTec, Innovation Stage, Hall 5.2, Stand C100/D119

15:45 Welcome

Hans Stein, ZENIT GmbH /NRW.Europa

Ministry of Agriculture and Consumer Protection of NRW (tbc)

16:00 Keynote EU speaker

16:20 Agrifood challenges in EIC

*Ivan Stefanic, EIC Programme Manager for Food Chain Technologies and Novel &
Sustainable Food*



16:40 HighFive: Fostering interregional investments for the twin transition of the food sector – the HIGHFIVE project

Veerle de Graef / Flander's Food; Simon Maas / Agri Food Capital

17:00 Panel discussion on challenges and solutions for a sustainable food industry

- EIC / EISMES (*Ivan Stefanic*)
- EIT Food (*Dr. Marie Brueser*)
- HIGHFIVE (*Norbert Reichl / Food-Processing Initiative*)
- EEN / SG AgriFood (*tbc*)
- CARE4BIO (*Rolanda O'Connor*)

Moderation: Lee Greene, FoodHub NRW

17:45 – Get Together / Networking eventing: European companies on the road to the Future of Food

Location: Zenit Lounge / Anuga FoodTec, Hall 5.2, Stand A-120/D-129

Thursday, 21st March 2024

10:00 – 12:00 Walking pitch, connect & learn!

Guided Tours at Anuga FoodTec

Meeting Point: Anuga FoodTec, Hall 5.2, Stand A-120/D-129

Registration for the HighFive Workshop & EU Day & guides tours [here](#)

During all days of Anuga FoodTec:

This program was compiled in close collaboration with EEN and NRW partner Zenit. We invite you to join the B2B Area (Matchmaking) "**Future of Food - Sustainable FoodTech Solutions**" from 19th till 22nd March 2024 which is organized by the Enterprise Europe Network (EEN) and Zenit GmbH at Anuga FoodTec.

Please register via this link and appoint for 1:1 meetings with other attendees:

<https://future-of-food.b2match.io/>

Location: Anuga FoodTec, Hall 5.2, Stand A-120/D-129

ZENIT

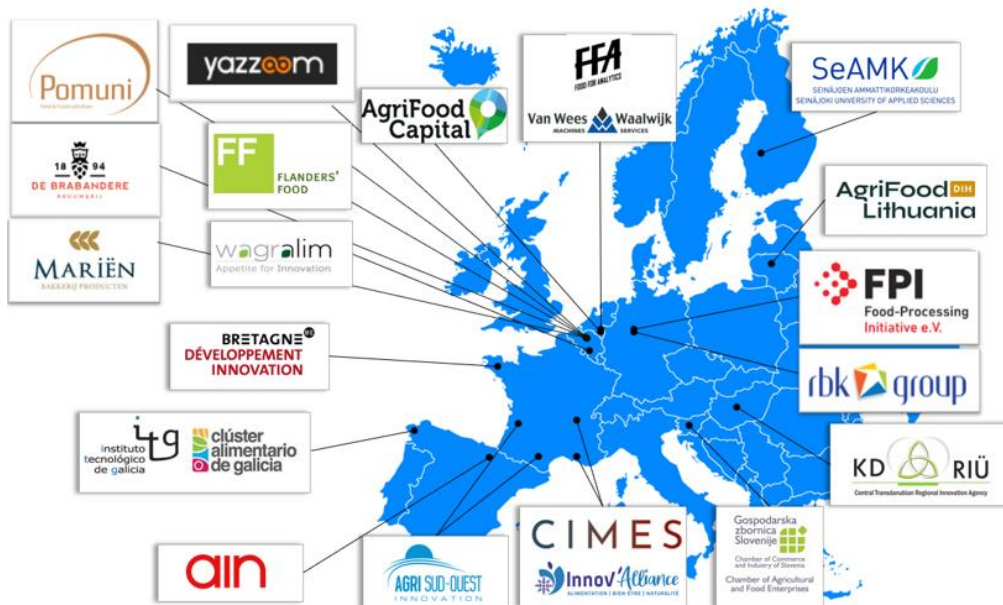


Business Support on Your Doorstep

NRW.Europa



We are looking forward to getting in touch with you at Anuga FoodTec.



The HIGHFIVE consortium covers 39 NUTS2 regions from 9 EU countries, ranging from more developed, over transition to developing regions, that will benefit from the project’s actions and outcomes. The HIGHFIVE actions aim to strengthen these regions via collaboration and sharing of success stories and guidelines. In doing so, HIGHFIVE will contribute to strengthening the European agri-food value chain and contributing to a more digital, sustainable and resilient agri-food sector in Europe.

The HIGHFIVE consortium finds its origin in the established Thematic Smart Specialisation Partnership (TSSP) ‘[Smart Sensors 4 Agri-food](#)’.

