

**BWYD A DIOD CYMRU
FOOD AND DRINK WALES**



**Llywodraeth Cymru
Welsh Government**

www.gov.wales

**Farmer to Pharma
27.4.16**

NutriWales Cluster

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bicinnovation



The Cluster ?

- Triple Helix Partnership – Business/Academia/
Government
- Over 100 companies engaged.
- Common Interest groups – “Dairy” – “Free from” – “
Reformulation” – Improving nutrition/benefits theme
- Regular events.
- Advice /Mentoring/ Support
- Finance
- Strategy and common purpose – business led.
- Worldwide links and partnerships
- An entity in its own right.





Some Government Drivers

- **Grow Welsh Food Businesses**
 - **30% growth by 2020**
- **Sustainable, lasting, R&D based**
- **Sound science - not fashion and fad.**
 - **Linked to a health agenda**
 - **Reduce public sector costs.**
- **Joined up action and support**





Activities based on sound processes in business driving towards –

- Business growth
- Commercialisation and value

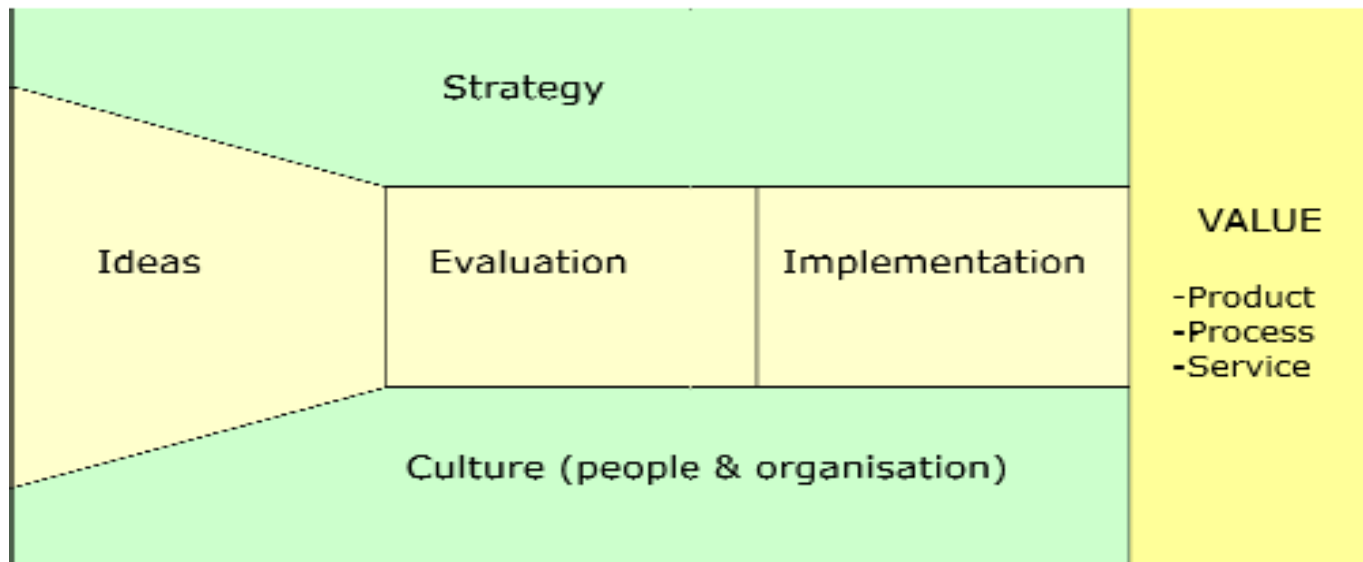
Through

- Good strategic planning and thought.
- Good innovation practice
- Realistic assessment of market potential
- International perspective
- Lateral thinking
- Best solution provider
- Academic or Industrial partnership/alliance.





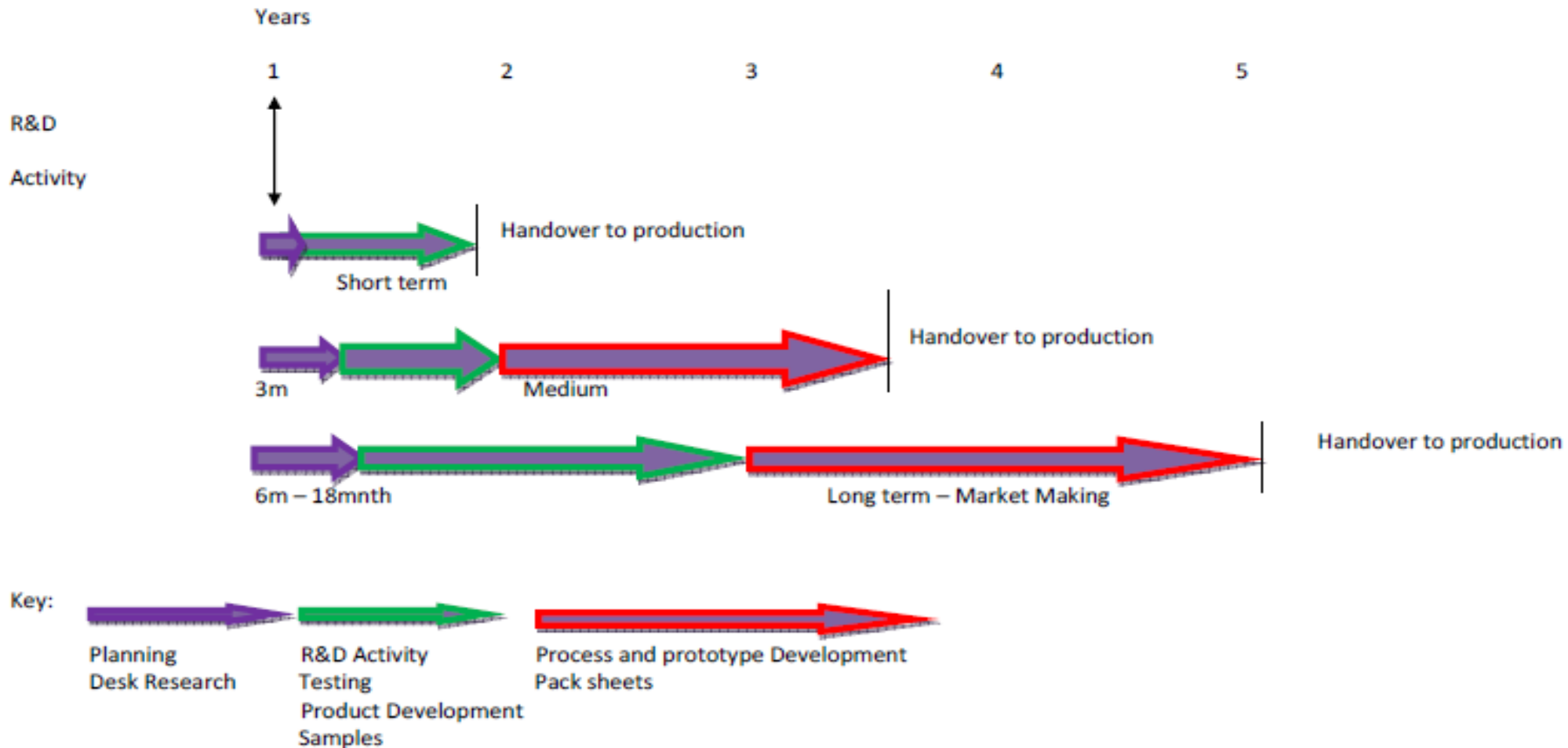
Innovation Model



Goffin and Mitchell, 2005

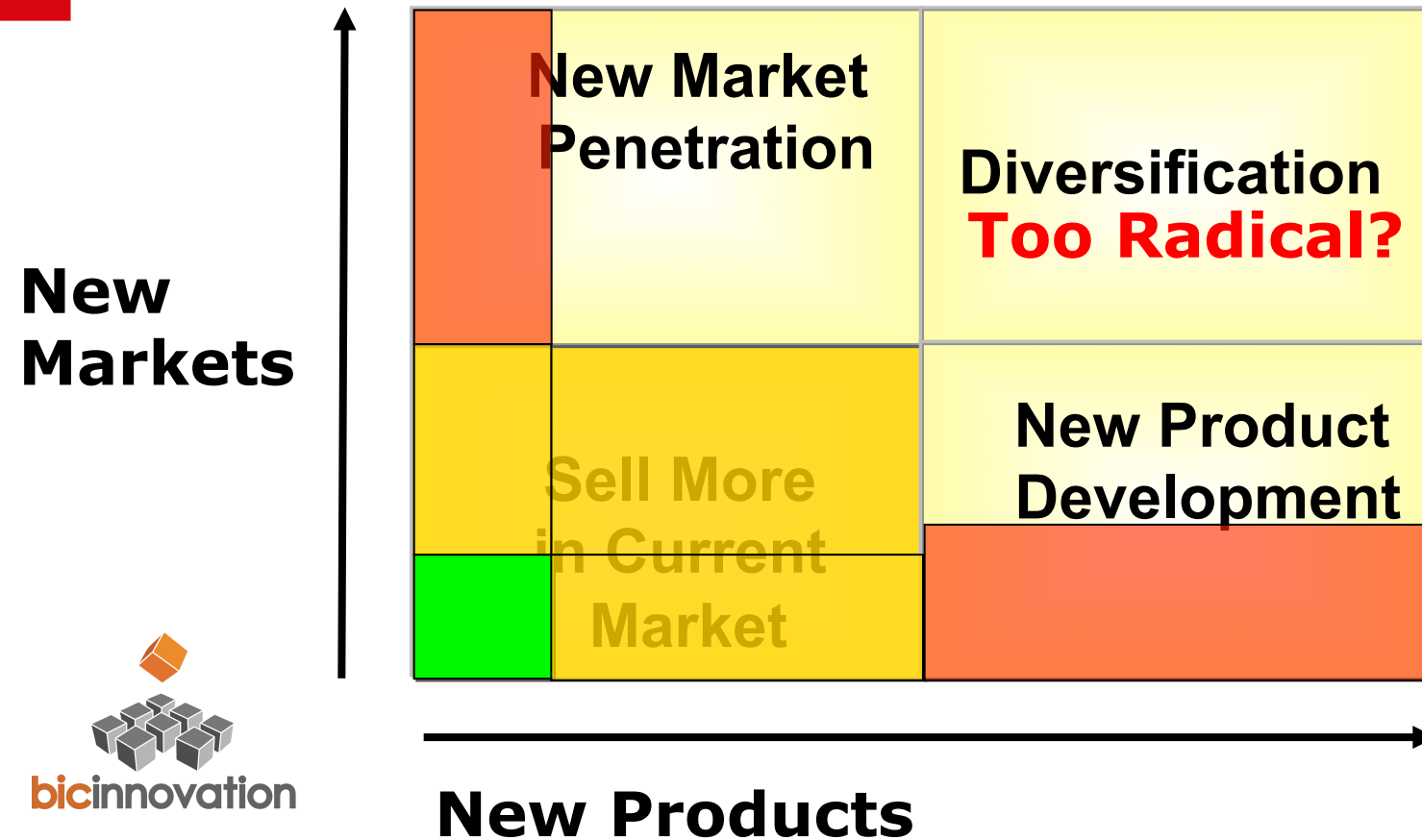


Timing & Planning





Where do you want to be?





Defining an SBRI Challenge –

Prevent and manage diabetes

Prevent and manage obesity

Address poor nutrition in old age – e.g. Frailty.

Nutrition benefits - onset and management of dementia

Reduction of hospital stays, patients and length of their hospital stays – assist post operative recovery.





● Could be Products or Services?

- Products launched in Wales to NHS/Schools/Social care.
- Products launched to main stream retail outlets.
- Products for EU/worldwide market.
- Diets – nutritional programmes. (NHS /social care).
- Services to modify behaviour – address child obesity.





Intention is to use Challenge to –

- Let ideas flow.
- Recognise the Spectrum of issues is wide.
- Not be too proscriptive
- Focus on best ideas irrespective of specific target.
- Assess based on time to market initially.



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Comments Questions Welcome – Thanks

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