

## Press Release

Luebeck, 31.07.2011

### **baltfood fact finding tours to Eastern Europe**

**From September 19-21th, 2011 the baltfood project partners are organizing a 3-day Fact Finding Tour for food industry professionals – both sales / marketing managers as well as product development managers - to St. Petersburg, Russia. Tours to Belarus and Ukraine will follow.**

Discovering new markets is one of the main topics of the baltfood project, the network of the food industry in the Baltic Sea Region. In this context the project partners implemented a market study on the three target markets Russia, Belarus and Ukraine. These markets will be focused on during the baltfood fact finding tours in the autumn of this year.

The first tour in September will lead to St. Petersburg, while the second tour in October will direct to Belarus, and the third tour in November will focus on the Ukraine. The aim of the fact finding tours is to get a practically oriented picture of the local food industry, in the first run of St. Petersburg and the surrounding Leningrad area.

The fact finding tours should offer useful information on which way the export of food has been arranged and what has to be taken into consideration if a company aims to start or enlarge own export activities to one of these countries. During the tours participants get acquainted with the local and western actors of the branch. The intention is to encourage connections between the baltfood partners and the local representatives of the food industry. The tour program includes a get-together, seminars and company visits. After the tour the participants should have gained information, facts and personal experience of the present state and future development of the food industry in the three countries.

The group will consist of company representatives from Denmark, Finland, Germany, Lithuania, Poland and Sweden which also enables networking among peers interested in the three markets.

### **Registration and information**

The number of participants is limited to 20 persons.

Binding registration should be made at the latest until Fri 5 August, 2011 by email to: Riikka Saarimaa, Finland Futures Research Centre, University of Turku, [riikka.saarimaa@utu.fi](mailto:riikka.saarimaa@utu.fi)

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baltfood is an international project with the principal goal to enhance the competitiveness of the food industry in the Baltic Sea region. Under the general management of the Luebeck Business Development Corporation twelve partners from six Baltic Sea countries have founded the project. Within the first three years the project is supported by the European Union through its Interreg IV B Programme with an amount of 1,8 million euro.

### **The 12 partners of the baltfood project**

#### Denmark

- Roskilde University

#### Finland

- Agropolis Ltd.
- University of Turku, Food Finland Theme Group

#### Germany

- Free and Hanseatic City of Hamburg, Authority of Economic Affairs and Employment
- Luebeck University of Applied Sciences
- University of Rostock
- Luebeck Business Development Corporation

#### Lithuania

- Lithuanian Cluster of Food Sector

#### Poland

- Lubelskie Voivodship, Regional Cluster Management Biofood
- University of Warmia and Mazury in Olsztyn, Polish Cluster Management for Dairy Farming

#### Sweden

- Skåne Food Innovation Network
- University of Lund, Lund International Food Studies

#### **Contact:**

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