

Press Release

Luebeck, 31.01.2011

Second round of the baltfood transnational e-learning course for the food industry

With a second transnational e-learning course for the food industry from March 15th, 2011 to April 19th, 2011 the baltfood project expands its curriculum. This is another step towards a comprehensive virtual baltfood e-learning platform for the food industry in the Baltic Sea region.

As mentioned in the recent press release from June 30th, 2010 baltfood offers the e-learning course "Healthy to Go – Food Innovation". After the success last summer it is possible to apply again for this program until March 10th, 2011. The course especially addresses to company representatives responsible for research & development in small and medium sized enterprises of the food industry and to everyone who likes to deal with the subject how healthy products "to go" could be launched in the future.

Over 60 course participants from six countries of the Baltic Sea region attended the first course. The course demanded their attention for five weeks and 30 hours of learning workload. The participants were guided stepwise through the course, beginning with preliminary assumptions to first product ideas resulting in a concept to launch a "Healthy to Go" product into the market. The participants received a profound overview by interactive and practical exercises, case studies and studying material. The possibility to exchange information with colleagues from other countries in a discussion forum was used actively, e. g. to receive more information about national food law requirements or consumption habits and preferences within the convenience segment of other participating countries within the Baltic Sea region.

The on-line course "Healthy to Go – Food Innovation" represents just the kick-off for a manifold virtual baltfood Academy, where the conceptualization of additional courses will be in accordance with the requirements of the food industry in the Baltic Sea region. It is planned to implement additional courses within this e-learning platform.

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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 / Sweden

- Øresund Food, Danish/Swedish Cluster Management for the food industry in the Øresund region

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

Finland

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

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

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Baltic Sea Region
Programme 2007-2013

Part-financed by the European Union (European Regional Development Fund)