



High value food for consumer wellbeing

A winning innovation strategy for Burgundy-Franche-Comté

To produce a **tasty, healthy and sustainable** food product and service offer leveraging the strengthening demands of today's consumers for wellbeing through food – this is the strategy developed by **Vitagora**, the region's food innovation cluster, for driving development for the regional food business ecosystem.

An international cluster, Vitagora focuses on fostering value-creating innovation in its members' main markets, in France and abroad – **manufactured and functional foods, and cooking appliances.**

- Over 300 members
- Holder of the Gold Label of European cluster excellence
- 169 R&D projects accredited since 2007
- 60 innovative products and services created

Vitagora's high-growth action areas

- Fermented foods
- Disruptive primary productions
- FoodTech
- Sustainable food and agriculture
- Silver food



A rich food business fabric

With a strong industrial infrastructure (France's most industrialised region by percentage of employment), Burgundy-Franche-Comté also boasts a high concentration of agri-food industry professionals, from multinationals to innovative start-ups and solution providers.



From the gastronomic heart of France... to the world

Thanks to its rich gastronomic heritage, Burgundy-Franche-Comté has gained international recognition as one of France's centers for food excellence :

- An **international reputation for quality and authenticity** with numerous labels of quality and origin
- A **UNESCO World Heritage Site** classification for Burgundy's famous vineyards
- **"International City of Gastronomy"** label attributed to the region's capital, Dijon
- A **"FrenchTech Ecosystem"** label for the "FoodTech" food and digital entrepreneurship network



FoodTech : accelerating growth

As part of the region's "Food-Tech" ecosystem action plan, Vitagora is launching in 2017 a FoodTech business accelerator program.

This program will bring together both young companies and established players of the food innovation ecosystem in order to boost development in France and abroad.



An exceptional R&D knowledge base

Key to the region's innovation-fostering ecosystem are its R&D facilities, with a wide range of leading European and world experts in the sciences of agriculture and food:

- **Agronomy**
- **Agro-equipment**
- **Food safety, food processing**
- **Nutrition and health,**
- **Sensory sciences etc.**

Burgundy-Franche-Comté is also **France's leading region for training food industry professionals** – more than **5,000 graduates of food and agricultural sciences** enter the workforce each year from the regions renowned learning centres.

Leading agri-food training establishments



Business environment and support services

Burgundy-Franche-Comté's various partners work hard to provide the support and tools to facilitate innovation processes, and drive business growth. The city of Dijon is a transport hub from which to easily access major French and European destinations. The city also offers a number of food industry dedicated business parks, ready to welcome the region's newest players:

- **"Marché de l'agro" Business park**– The former wholesale market has been converted to a new business park dedicated to food industry.
- **Ecoparc Dijon Bourgogne** – a 110-hectare business park, ISO 14001 certified and EMAS label awarded for environmental management.
- **HOPE** – startups and innovative companies can be hosted in the incubator and business center close to university campus.



Our latest investment success stories



A Dijon-based Startup created in 2012 specialized in Food Safety and Biotech. A 1M€ crowdfunding action has funded new labs and facilities and a new US subsidiary.



A Dijon-based start-up specialized in innovative food ingredients. Founded in 2014 by a Brazilian entrepreneur.



A company based in Dijon since 1916 re-launched by Varova, Nimbus and Plot investors in 2015 to strengthen the both its own Brands and CDMO activities in chocolate and confectionery.

Partners:

