



## STRING Staff exchange to Alsace 24<sup>th</sup> – 27<sup>th</sup> September 2018

### Monday 24<sup>th</sup> September

	Afternoon	Arrival in Strasbourg and installation in hotel OKKO HOTELS STRASBOURG CENTRE Presqu'île Malraux - 46, RUE DU BASSIN D'AUSTERLITZ 67100 STRASBOURG <i>Meet in Lobby at 18.30 or go to restaurant directly.</i>
<b>STRASBOURG</b>  Restaurant- Café Brant 11 Place de l'université, 67000 Strasbourg <a href="https://www.cafe-brant.fr">https://www.cafe-brant.fr</a>	19.00	<b>Welcome and aperitif</b>
		<b>Presentations</b> <ul style="list-style-type: none"> <li>- ARIA Alsace</li> <li>- Overview of the agrofood innovation ecosystem and its integration into the Grand Est Region</li> </ul>
	19.30	<b>Gala dinner</b> with institutional stakeholders

### Tuesday 25<sup>th</sup> September

THEME: Health and Nutrition  
LOCATION: Parc d'Innovation, Illkirch-Graffenstaden

<b>ILLKIRCH- GRAFFENSTADEN</b>  <b>AERIAL</b> Research and technological centre Rue Laurent Fries, 67400 Illkirch-Graffenstaden <a href="https://www.aerial-crt.com/">https://www.aerial-crt.com/</a>	08.00	<i>Meet Anne Rouessard in the hotel lobby</i>
	08.15	Transfer from Hôtel to Parc d'Innovation by public transport (Tramway E)
	09.00	<b>Welcome &amp; General overview of the Staff exchange programme</b> <i>Alison Garnier-Rivers, STRING project manager for ARIA Alsace</i>
	09.15	<b>General overview of the food and Health sectors in Alsace and linked public policies</b> <i>Sylvie Schott, Director Aria Alsace</i>
	10.00	<b>Innovating with and for companies: AERIAL Research and technological centre</b> <ul style="list-style-type: none"> <li>- Nutritional audits (For example with cured sausages)</li> <li>- Sensorial and organoleptic analysis (Consumer panels)</li> <li>- Research programmes (Food for Mars)</li> <li>- Other contracts</li> </ul>
	10.45	<i>Coffee break and visit of AERIAL in small groups</i>



	11.15	<b>Research and training in agrofood</b> Prof. Eric Marchioni, University of Strasbourg <b>Examples of food start-ups</b> - Twistaroma <a href="http://www.twistaroma.fr/">http://www.twistaroma.fr/</a> - Pousse-Légume <a href="https://www.pousse-legume.com/">https://www.pousse-legume.com/</a>
<b>7HOTEL&amp;FITNESS</b> 550 Bd Sébastien Brant, 67400 Illkirch-Graffenstaden	12.30	<i>Lunch</i> (transfer by foot) Buffet lunch to be paid by participants
	13.45	Transfer from Lunch to EASE (by foot)
<b>EASE</b> Factory school in sterile processes 80 Route du Rhin, 67400 Illkirch-Graffenstaden	14.00	<b>Visit of EASE</b> (Factory school for training in sterile processes for pharmaceutical, cosmetic and agro-food industries) <a href="https://ease-training.fr/">https://ease-training.fr/</a>
	14.45	<b>General overview of Biotech &amp; life sciences in Alsace: key actors and public policies</b> - Presentation of Innovation Park - Cluster Alsace Biovalley
	15.45	<i>Coffee break</i>
	16.15	- CEED – Centre Européen d’Etude du diabète <i>Catherine LEDIG, CEED</i> - Neuroscience and food behavior <i>Luc Marlier, University of Strasbourg/ CNRS</i>
	17.15	<b>Open discussion and summary of the day</b>
<b>STRASBOURG</b>	17.30	Transfer back to hotel by public transport (Tramway E)
	18.15	Free evening

### Wednesday 26<sup>th</sup> September

THEME: Innovation  
LOCATION: ARIA Alsace, Strasbourg  
GOOD PRACTICE: NOVIAA

<b>Wholesaler market</b>  place du marché gare F 67200 Strasbourg <a href="http://www.marche-gare.com/">http://www.marche-gare.com/</a>	06.00	Meet Anne Rouessard in the hotel lobby and transfer from hotel to Wholesaler market (by taxi)
	06.30 - 08.30	<b>Visit of the Wholesaler market</b> and breakfast
	09.00	Transfer by foot to ARIA Alsace <i>Coffee break</i>
<b>ARIA Alsace</b>  2, place de l’abattoir F 67200 Strasbourg	09.30	<b>General overview of the NOVIAA programme and its context</b> <i>NOVIAA consultants</i>
	10.30	<b>Presentation of project results &amp; questions</b>



www.aria-alsace.com	11.00	Coffee break
	11.30	<b>Sensorial workshop with products brought by partners</b> <i>NOVIAA consultants</i>
	13.00	<i>Buffet Lunch</i>
	14.00	<b>Creativity workshop: « humans at the centre of the innovation process »</b>
	15.15	<b>Conclusions and final exchanges</b>
	15.45	<i>Coffee break</i>
	16.15	<b>Mid-term Staff exchange workshop</b> <i>Led by Central Denmark Region</i>
	17.30	<b>End of day</b>
		Transfer (by foot) to Marché Gare Restaurant
<b>Marché Gare</b> place du marché gare F 67200 Strasbourg	18.00	<b>NOVIAA speed-dating and networking evening</b> with NOVIAA alumni and ARIA cluster members
	19.30	<i>Serving of Baeckehoffe traditional Alsatian dish.</i>
		21.30 Transfer back to Hotel (by taxi)

#### Thursday 27<sup>th</sup> September

THEME: Territorial marketing  
 LOCATION: Ribeauvillé / Central Alsace  
 GOOD PRACTICE: Savourez l'Alsace

	08.00 - 08.15	Meet in the lobby and transfer from hotel to Gertwiller by bus
<b>GERTWILLER</b>  Palais du pain d'épices 110 Rue Principale, 67140 Gertwiller	09.30	<b>General overview of cultural tourism in Alsace including <i>les Escales alsaciennes</i></b> <i>Sébastien Muller, Sauerkraut house</i> www.lepic.fr  <b>Visit of Fortwenger gingerbread</b> , an example of an <i>Escale</i> www.lepalaisdupaindepices.com/
	10.30	Transfer to Bus
<b>BEBLLENHEIM</b> <b>Cave de Beblenheim</b> Château 14 rue de Hoen 68980 Beblenheim	11.15	<b>Presentation of French cooperative model</b> <i>Patrick ALEDO, Director</i>  <b>Visit of wine cooperative with wine tasting</b> https://www.cave-beblenheim.com
	12.30	Transfer by bus to Ribeauvillé
<b>RIBEAUVILLE</b> <b>Casino de Ribeauvillé</b> D106, 68150 Ribeauville	12.45	<i>Lunch</i> at Casino de Ribeauvillé
	14.30	<b>General overview and context of territorial marketing in Alsace</b> - Presentation of territorial marketing strategy by Yves Demangel brand director, the Agency for



		<p>Alsatian Promotion (AAA)  <a href="https://www.marque.alsace/">https://www.marque.alsace/</a>                      - Presentation of the branding Savourez l'Alsace                      Catherine Munch  <a href="http://www.aria-alsace.com/savourez-l-alsace">www.aria-alsace.com/savourez-l-alsace</a>                      - Testimony by Laure Roedel, Product manager of Carola  <a href="https://www.carola.fr/">https://www.carola.fr/</a></p>
	15.45	<i>Coffee break</i>
	16.15	<b>Open discussion &amp; global round-up of staff exchange</b>
	17.30	Transfer by bus along wine route
<p><b>ZELLENBERG</b>                      Jean Becker                      4 route d'Ostheim                      68340 ZELLENBERG</p>	18.00	<b>Visit and wine tasting</b> at Jean Becker organic wines <a href="http://www.vinsbecker.com/">www.vinsbecker.com/</a>
	19.30	Arrival in Strasbourg – Free evening