



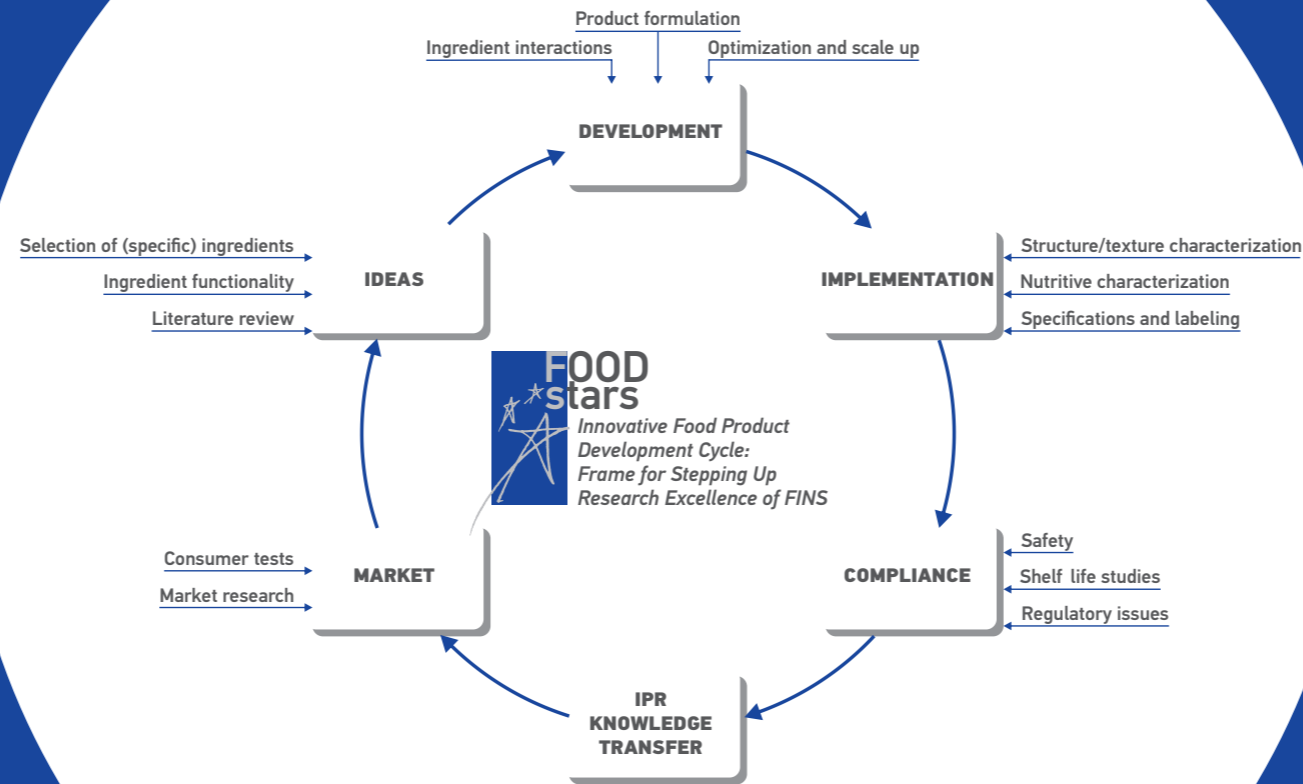
*Innovative Food Product
Development Cycle:
Frame for Stepping Up
Research Excellence of FINS*

**NEW STARS
ARE BORN!**

Innovative Food Product Development Cycle: Frame for Stepping Up Research Excellence of FINS – FOODstars

Horizon2020 Twinning project-“Innovative Food Product Development Cycle: Frame for Stepping Up Research Excellence of FINS – FOODstars” (www.foodstars.uns.ac.rs) funded by European Commission officially began on December 1st, 2015. The three-year project aims to strengthen the research potential and innovation capacity of the researchers from the Institute for Food Technology in Novi Sad, Serbia - FINS, in close cooperation with eminent research institutions in the EU, Teagasc - Agriculture and Food Development Authority of Ireland and the University of Bologna, Italy.

The “Innovative Food Product Development Cycle” is defined as the frame for stepping up scientific excellence of FINS and at the same time intended to bring together experts from academia, industry, decision making and consumers.



New product development is recognized to be a key activity to boost the global food industry and includes the complete process of bringing a new product to market. It is known that consumers' demands keep changing over time. Emerging knowledge from food science and research in the synergy with consumers has the potential to increase the innovation rate and competitiveness of food industry.

FOODstars project offers the researchers from the Institute for Food Technology (FINS) the opportunity to improve the existing knowledge concerning all aspects of new product development through study visits to renowned research institutions in Ireland and Italy. The knowledge gained will be disseminated through a number of workshops, information evenings, round tables, not only to the academic public, but also to the experts from the industry and general public, including students, school children and consumers.



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