



Sign up now for innovation-focused course

## ‘INNOFOOD - Novel Management Perspectives on New Product Development’

7-11 September 2020, Helsinki (Finland)



This activity has received funding from EIT Food, the innovation community on Food of the European Institute of Innovation and Technology (EIT), a body of the EU, under the Horizon 2020, the EU Framework Programme for Research and Innovation





This activity has received funding from EIT Food, the innovation community on Food of the European Institute of Innovation and Technology (EIT), a body of the EU, under the Horizon 2020, the EU Framework Programme for Research and Innovation



Contact person : Bodo Steiner



E-mail: [valerio.canale@helsinki.fi](mailto:valerio.canale@helsinki.fi)



Project website: [EIT Food: INNOFOOD](#)



**INNOFOOD** is an intensive **innovation-focused course** for master and doctoral students, young researchers and professionals. It will enable participants to describe and critically analyse key managerial and decision processes involved when developing a new food product, both in a startup context, as well as in the case of an established company.

The course is delivered by **leading experts** in their field (**Prof. Avraham Shtub**, Stephen and Sharon Seiden Professor of Project Management, Technion – Israel Institute of Technology & **Prof. Bodo Steiner**, Professor of Food Economics & Business Management, University of Helsinki), and **innovates by integrating multiple teaching formats with a project management simulator for new food product development** and first hand managerial industry insights on product development from World-leading companies, including Nestlé, Strauss Group, and Finnish food businesses.

**Application deadline is 30.06.2020**

**APPLY** for the course [DreamApply: INNOFOOD](#)