



## INVITATION

The Hungarian EIT Food Hub, represented by the CAMPDEN BRI Hungary Ltd. together with EIT Food hereby cordially invites you to the side event of the Hungarian National Food Science Conference of Students



HOW EIT FOOD IS TACKLING THE CHALLENGES OF THE FOOD INDUSTRY: THROUGH CUSTOMER-CENTRICITY AND BOOSTING THE INNOVATION AND ENTREPRENEURSHIP OF THE UNIVERSITY STUDENTS AND YOUNG PROFESSIONALS

## WORKSHOP

**Date: 25 September 2020**  
**ONLINE EVENT and in advance available WEBINAR**



## 25 SEPTEMBER 2020

13:30 – 13:40

### Opening speech

Introduction of the EIT Food and the EIT Food activities

dr. András Sebők, general manager, Campden BRI Hungary Ltd.,  
leader of the Hungarian EIT Food Hub

13:40 - 14:10

### Which opportunities are offered by the EIT Food for university students and young entrepreneurs?

The opportunities for young professionals offered by the EIT Food and the Hungarian Hub to develop their entrepreneurship and innovation skills in the food business

- **Educate to engage, the involvement of the young entrepreneurs and professionals to innovate and to develop**
- **Catalyze food entrepreneurship and education**

Lecturer: dr. András Sebők, general manager of Campden BRI Hungary

14:10- 14:50

### 3 section meetings on the following topics (optional):

- **Building consumer trust in the food system** – supporting European citizens in the transition towards a smart food system that is inclusive and reassuring (**raw material quality, protection of origin, food safety, and hygiene**)

Lecturer: an expert from the Campden BRI Hungary

- **Create consumer-valued food for healthy nutrition** - enabling individuals to make informed and affordable personal nutrition choices (**GMO, gluten- and lactose sensitivity**)

Lecturer: an expert from the Campden BRI Hungary

- **Consumer-centric, sustainable food system** – modern technology, digital food supply network, efficient use of the resources, circular bio-economy (**food technology, digitization of the food industry, BIO farming, biodegradable food packaging**)

Lecturer: an expert from the Campden BRI Hungary

**Moderated discussion, Q&A on each topic in each section for the university students and the conference participants**

14:50-15:00

### Questions and Answers, Summary

**Participation in the event is free, but registration is needed.**

Deadline for registration: **21 September 2020**. You can register at the following [link](#).

**Further information:** from Szegedyné Fricz Ágnes (a.fricz@campdenkht.com), or from Varsányi Kinga (k.varsanyi@campdenkht.com).



A projektek  
az Európai Unió  
támogatásával  
valósulnak meg.