

INKREASE Staff exchange in Aarhus 30 November to 1 December 2017

From the 30th of November 2017 to 1st of December the INKREASE partners were gathered in Aarhus, Central Denmark Region, for staff exchange. In the beginning of the first day we visited Agro Business Park and the theme revolved around food. After lunch we turned to digitalisation. The 1st was dedicated to health.

On the 30th the focus was on how Central Denmark Region works with innovation in SME's within the food sector. Since 2007 the Central Denmark Region has focused on developing the regional food industry. One of the main initiatives is the development of an innovative environment focusing on the food industry and its particular challenges. In the morning Anja Rasmussen, development consultant at Central Denmark Region, delivered a presentation on Central Denmark's strategy and the ecosystem within the food sector.

The international perspective is also a focus area in the regional food venture. One focus area for the organisation "Danish Food Cluster" – which the Central Denmark Region helped establish – is to form international contacts and partnerships based on Denmark's success and skills in the food industry. Mette Hoberg Tønnesen from "Invest In Denmark" presented the "Danish Food Cluster" and how "Invest In Denmark" helps foreign companies with tailor-made solutions for locating their businesses in Denmark.

Furthermore, some of Central Denmark Region's innovation programmes were presented. An in-depth presentation on the programme "Future Food Innovation" was given by Malene Wiese Madsen from Agro Business Park. Before lunch Jacob Høj Jørgensen from Delendorff Advisory presented an evaluation and continued research of The Future Food Innovation programme.



Mette Hoberg Tønnesen, Invest In Denmark



Worms tasting



Malene Wiese Madsen, Agro Business Park *Jacob Høj Jørgensen, Delendorff Advisory*

After lunch we first visited the Department of Engineering at Aarhus University. Here Andy Drysdale gave a presentation about Aarhus University and the department of Engineering. Furthermore, he presented the DIGIT Centre that strives to significantly strengthen Aarhus University in its research abilities in digitalisation. The primary disruption affecting the societies all over the world is driven by new innovations amenable to novel IT-based solutions. Thus, it is of utmost importance to be able to understand how the private and public sectors need to change their way of conducting the business in an optimal fashion. In this regard, Andy Drysdale also presented Central Denmark's innovation programme "Smart Industry 4.0", operated by the Department of Engineering for the region.

Next we continued to the IT-byen Katrinebjerg (IT-city Katrinebjerg), where we visited the Alexandra Institute. The Alexandra Institute is part of the Advanced Technology Group, which is a network consisting of independent Danish research and technology organisations. The Alexandra Institute develop innovative IT-based products and services in collaboration with

private and public organisations and knowledge institutions. Peter Andersen from the Alexandra Institute gave a presentation about how they collaborate with businesses, but also about Central Denmark Region's innovation programme "Innovative Use of Big Data", operated by the Alexandra Institute for the region.

Finally, we visited the local start-up Ceptu, who has developed the online data platform FieldSense for farmers. FieldSense provides the farmers with frequently updated information on the health status of their crops to help them reduce yield loss and optimize the time and effort they put into managing their fields. Ceptu has participated in multiple knowledge collaborations facilitated by the InnoBooster programme (a national innovation programme) and shared their experiences with the crowd. Furthermore, Ceptu is part of the incubator HatchIT Lab located at the Department of Computer Science at Aarhus University. John Smedegaard from Ceptu pointed out that it has been very fruitful for Ceptu to be part of this incubator and among other ambitious tech start-ups.

The next day we focused on health. First off, we visited The New University Hospital in Aarhus (DNU). DNU seeks to become a leading university hospital that provides specialised treatment for Central Denmark Region and the rest of the country. It strives to become an innovative university hospital where modern technology supports high quality treatment and effective operations. Steffen Ørnemark led a guided tour at DNU.

Next up, Tenna Korsbek Andreasen from MedTech Innovation Center (MTIC) presented the purpose of the centre and how it works with knowledge collaboration. Furthermore, she delivered a presentation on "Circular Co-Creation", Central Denmark Region's innovation programme, which is operated by MTIC.

Finally, Martin Vesterby from Department of Clinical Medicine at Aarhus University presented "INNO-X Healthcare", a programme with the mission to give practitioners the tools and competencies needed to turn *actual* healthcare needs into valuable solutions.

The two staff exchange days was characterised by many good questions from the participants and a lively debate with the speakers. We hope that all the participants went home with a lot of inspiration and new knowledge about the Central Denmark Region.

