



غرفة الصناعات الغذائية
CHAMBER OF FOOD INDUSTRIES

Supporting Innovation in the Food Sector

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Food Sector is undergoing a rapid transformation

Main Drivers of transformation:

- Advancements in technology
- Digitalization
- Easier Access to funds (start-ups)
- Change in Consumer preferences (Trends emerge or disappear)
- Pressure for more Sustainable production

A crucial enabler of this transformation is the modernization of the regulatory system



Product Innovation is one of the main elements of a company's success.

- In the past, the food industry was considered to be a sector with a low innovative intensity, and a rather mature and slow growing one.
- Yet in the last decade, the food sector has undergone various social, economic and technological changes which have a relevant influence on the entire food processing chain
- Along with an extremely competitive environment that led innovation to become essential for the success of the companies.

Examples of various Innovation Types

- Developing new products or new categories
- Re-engineering or renovating existing products
- Introducing new sizes or pack formats or flavors



Innovation Stages

Stage 1

Consumer
Potential

Stage 2

Feasibility

Stage 3

Development

Stage 4

Readiness

Stage 5

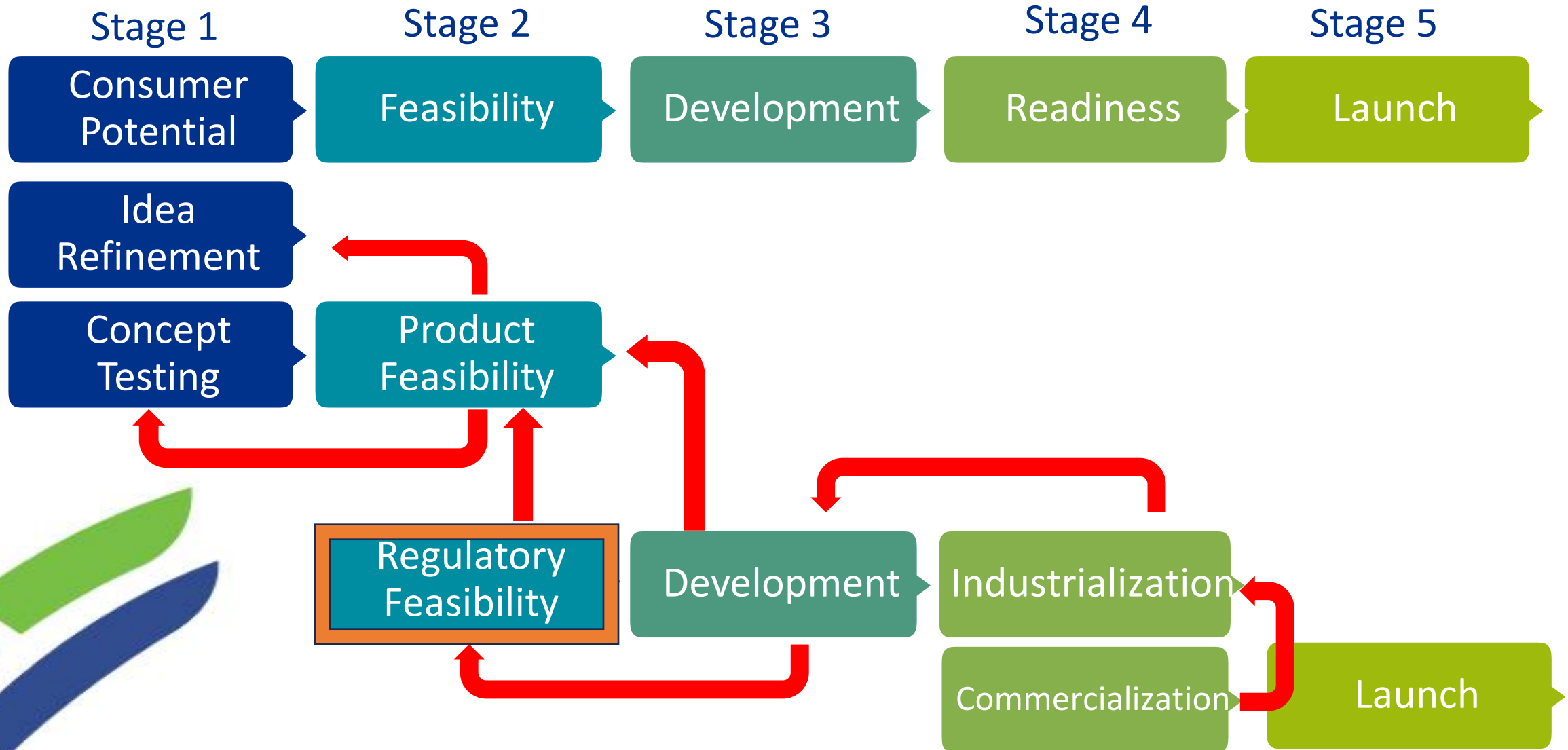
Launch



A straightforward, one-way organized process



NO! it's not...it is a lengthy complex and non-linear process



Modernized regulations not only ensure food safety and quality, but also could act as a catalyst for innovation & investment



The Regulation can be a
Barrier or a Driver in the
innovation process



Regulation can be a barrier to innovation if:

- Leads to cost Increase
 - Compliance with regulations can be costly (ex. specifying a specific food additive or ingredient that has no alternative)
 - Giving no or short periods of compliance.
- Limits Scale
 - Different countries regulations and/or label requirement
- Creates barrier to trade
 - Vague regulations that requires Complex and lengthy process to comply to
- Prolongs the process
 - Long process kills innovation

Regulation can be a driver to innovation if:

- Increases products' naturality and healthiness
 - Support better consumer health
- Creates consumer trust
 - Unified across countries
- Drives sustainability
 - More friendly packaging materials



Joined Forces is the key to success

- Regulators across countries / Organizations need to work together for increased harmonization
- Industry need to be more transparent and compliant





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Thank You