

Atlantic Food Innovation Hub

Hub4Food catalogue of innovation support services by Valorial

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Context of Hub4Food services



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Atlantic Food Innovation Hub

Hub4Food aims to **enhance the research, development, and innovation capacities** of the food industry and research and technology organisations in the Atlantic Area. It focuses on promoting the **development of new and improved food products**, particularly of marine origin. Hub4Food will support the **adoption of new technologies and processes** to boost sustainability and competitiveness in the Atlantic food sector, while also improving support **services for businesses**, particularly SMEs.

OBJECTIVES

no.01

Develop a technology roadmap and a competences database that Atlantic food industries can use.

no.02

Set up a Business Innovation Facility providing services to enterprises, supporting their innovation and competitiveness.

no.03

Implement a market-driven RDI programme of collaborative pilot projects between Atlantic food SMEs and the Hub4Food technology centres.

no.04

Generate new knowledge and raise awareness around the the food sector, by bringing together science, policy makers, and society.

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Atlantic Food Innovation Hub

- ❑ Hub4Food is funded by the programme Interreg Atlantic Area 2021-2027.
- ❑ It will be ongoing from January 2024 to December 2026.
- ❑ Hub4Food has a total budget of 3,08 M€ (grant of 2,31 M€).
- ❑ The project is implemented by a partnership composed of 11 partners, including cluster organisations and networks and research and technology centres in France, Ireland, Portugal and Spain.

- Clúster Alimentario de Galicia (Galicia, ES)
- EIT Food Basque, S.L. (País Vasco, ES)
- Asociación Nacional de Fabricantes de Conservas de Pescados y Mariscos – Centro Técnico Nacional de Conservación de Productos de la Pesca (Galicia, ES)
- InovCluster – Associação do Cluster Agroindustrial do Centro (Centro, PT)
- Associação Centro de Apoio Tecnológico AgroAlimentar (Centro, PT)
- Instituto Politécnico de Leiria (Centro, PT)
- Valorial (Bretagne, FR)
- LEMPA – Laboratoire National de la Boulangerie Pâtisserie (Normandie, FR)
- BIA Innovator Campus (Northern and Western, IE)
- PRAXENS (Normandi, FR)
- Teagasc – Agriculture and Food Development Authority (Southern, IE)



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Hub4Food Business Innovation Facility

Hub4Food will set up a **Business Innovation Facility (BIF)** to provide **services to enterprises**, supporting their innovation and competitiveness.

The Business Innovation Facility will act as a **virtual central network of regional/national contact points that implement the services** in their respective regions but cooperate transnationally to ensure the highest impact and success.

The Hub4Food services are provided by the clusters in the partnership, which collaborate to define and provide the services.

Each cluster has prepared a **catalogue with the services available to food SMEs in their respective regions**.

You can find all details about Hub4Food Business Innovation Facility as well as in www.hub4food.eu/business-innovation-facility



BIA
INNOVATOR CAMPUS



clúster alimentario de galicia



desde 2009
INOVCUSTER
Associação do Cluster Agro-Industrial do Centro



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Valorial's Hub4Food services

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Summary of services by Valorial

Market Research

Reports on marine resources and trends.



Training Courses

Masterclasses addressing specific marine industry challenges.



Sensory Testing

Culinary workshops for marine ingredient food products.



Industry immersion trips for food ingredient innovation.



Innovation workshops focused on algae and seaweed.

Networking sessions

R&D Workshops

Reports on marine resources and trends

A data-driven monitoring service that tracks changes across key food and beverage production subsectors, providing SMEs with a strategic framework to stay informed about evolving market trends.

DESCRIPTION

- Give companies information on emerging consumer preferences, ingredient trends, and market shifts.
- Help food companies identify opportunities for new product development.
- Support businesses in staying ahead of market trends and competitor strategies.
- Available from fall 2025.

BENEFICIARIES

- Food & beverage businesses or food start-ups wishing to develop new food products

SCHEDULE

- On demand when released
- No specific duration and schedule



More information & contact:

marina.diaz@pole-valorial.fr

+33 (0)7 87 65 60 58

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Industry immersion trips for food ingredient innovation

Industry immersion trips focused on food ingredient innovation, designed to offer participants hands-on exposure to the latest developments, technologies, and practices in the sector.

DESCRIPTION

- 2 or 3-day roadshow across the 3 regions covered by Valorial (Normandy, Brittany, Pays de la Loire)
- Logistical aspects supported by the Valorial team
- No co-funding for participants

BENEFICIARIES

- SMEs with leading innovators, production sites, and R&D centres

SCHEDULE

- Roadshow to be organized upon level of interest
- Autumn or winter 2025 and/or 2026



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Project germination workshops focused on algae and seaweed

Innovation workshops focused on algae and seaweed, created to support the emergence of early-stage projects.

DESCRIPTION

- Project ideation workshop integrating a creative approach
- **Generating innovative project ideas leading to individual consultancy delivered by Valorial**

SCHEDULE

- Duration: 1 half-day
- Schedule: 19/06/25 in Normandy

BENEFICIARIES

- Food & beverage SMEs
- One per region covered by Valorial per year (2025 and 2026)



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Masterclasses addressing specific marine industry challenges

Innovation workshops focused on algae and seaweed, offering a flexible format that may include conferences, site visits, expert talks, and collaborative sessions.

DESCRIPTION

- Facilitate networking and establishment of collaborations
- **Increase knowledge sharing to gain insights on cutting-edges technologies to develop the use of new tech and develop new food products**

BENEFICIARIES

- Food & beverage businesses or Food start-ups wishing to develop new food products
- **Possibly open to non-SMEs** (to be determined)

SCHEDULE

- Duration: minimum 1-hour webinar up to one full-day onsite
- Schedule: upon interest



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Culinary workshops for marine ingredient food products

Culinary workshops dedicated to marine ingredient-based food products, aimed at showcasing innovative uses of seafood and algae in gastronomy.

DESCRIPTION

- Hands-on sessions bring together chefs, product developers, and SMEs to explore new textures, flavors, and applications
- Available from January 2026

BENEFICIARIES

- Food & beverage businesses or Food start-ups wishing to develop new food products
- **SMEs only**

SCHEDULE

- To apply, send a brief summary of the purpose of the experience you aim to deliver
- The summary will be evaluated and the Valorial team will schedule a date and a time to deliver this service with our third party (external service)
- Agreement to be signed by both parties .



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Get in contact with us

Marina Diaz Escudero
European Project Officer
Valorial

marina.diaz@pole-valorial.fr

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