

## Future Food Forum organized in China

May 30, 2016

Within the New Frontiers in Food project information on the target countries for collaboration is gathered via website and digital data. Next to this also direct contact is established with clusters in the identified target countries (WP3 Information gathering as preparation to WP5 Roadmap). From May 30<sup>th</sup> until June 2<sup>nd</sup> 2016 a conference meeting has been co-hosted by Food Valley NL in Xiamen in the Fujian-province of China, further establishing the contact with the Chinese market/ In this action the focus has been on the functional food and health ingredients value chain. The Future Food Forum provided an international platform to build cluster-cluster relations as well as initial relations between food companies. The conference has been organized by China Merchant Group, SEADC and Food Valley NL. During the conference the “Zhangzhou Declaration on the Future of Food”, an agreement on possibilities for future collaboration, has been set up and signed. These mutual relations will provide an opening for further collaboration, e.g. via missions or the local representation from the New Frontiers in Food network.



