



# EP Preparatory Action for Eastern Macedonia & Thrace

"Actual and desired state of the economic potential in regions  
outside the Greek capital Athens"

## Overview of the day – Focus group



European Commission  
Joint Research Centre (JRC)  
Institute for Prospective Technological  
Studies (IPTS) – Seville

Entrepreneurial Discovery Focus Group  
on dairy and meat for REMTh

Komotini  
29-30 January 2015

[patrice.dos-santos@ec.europa.eu](mailto:patrice.dos-santos@ec.europa.eu)

# Overview of the day

## **09:00-11:00** Plenary session on Framework conditions for entrepreneurial discovery

- Cooperation projects in the field of animal nutrition
- Marketing tools and experiences in the food industry

## **11:30-16:00** Parallel sessions (tasks 3, 4 and 5)

- Form partnerships
- Networking lunch (13.00-14.00)
- Refinement of ideas

## **16:30–17:30** Final plenary session

- Feedback from parallel working groups
- Concluding remarks



# Objectives of the parallel sessions

- Bring together stakeholders that are largely unknown to each other
- Create common understanding of current situation of the thematic area
- Increase common understanding of the future potential of the thematic area
- Generate concrete ideas for 'new' business
- Work towards further development of collected ideas
- Improve feasibility of collected ideas

# Further refinement of ideas

- **Working groups will discuss ideas for new elements of the value chain based on a set of questions:**
  - Which regional strengths could be used to reinforce the idea?
  - Can new knowledge/technology be used to extend the existing market (e.g. efficiency gain)?
  - Can by-products or suppliers networks be used for creating new markets?
  - Can capacities/process be used for new clients?
- **Present new business ideas on dairy & meat products to the plenary**



# Expected outcomes of the focus group

- List of potential business ideas
- Community building among participating stakeholders
- Increased trust between stakeholders
- Preliminary peer review of business ideas
- Prepare next step: "project development labs" (combine ideas from different focus groups, search for international partners, explore ways of funding)