



# nynordiskmad

## - Invitation -

### to a workshop on SME's and Nordic Food Competence Centres.

*In all Nordic countries there are competence centres that offer entrepreneurs and very small scale producers services like consultation, processing facilities, courses, seminars, networks, work practice exchanges and more. They are five in Norway run by Nofima and supported by Innovation Norway. They are three in Iceland run by Matís in collaboration with local authorities and support agencies. In Finland the Food Development Competence Cluster is a part of the National Centre of Expertise Programme with five food centres around the country. In Sweden there are many centres like: Resource centre for small scale dairy production in Jämtland. In Östersund the Unesco city of gastronomy 2011 we have "Eldrimner", the Swedish National Centre for Small Scale Artisan Food Processing giving producers the best possible support. In Denmark there are many different centres with the same approach to support entrepreneurs and small scale producers.*

***This seminar/workshop is intended to bring the Competence Centres together for two days to get to know and learn from each other; build a network and to discuss and come with proposals on how these activities can support and strengthen New Nordic Food.***

**Responsible :** MATÍS  
**Project leader:** Gudjon Thorkelsson, director.  
**Place :** MATÍS, Reykjavík

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## Programme

### Wednesday 21<sup>th</sup> of March

Presentations, posters and discussion on “artisan” food centres in the Nordic Countries, the Food Unique project, New Nordic Food and emerging markets for local, small scale food products and services

Chairman: Gudjon Thorkelsson, Matís  
Language: English  
Location: Matís, Vínlandsleið 12, 113 Reykjavík ([www.matis.is](http://www.matis.is))

8.30-9.00 Arrangement of poster and other marketing materials  
9.00-12.30 “Artisan Food Centres” in the Nordic Countries  
- Guðjón Þorkelsson from Matís, Iceland  
- Bodil Cornell & Birgitta Sundin from Eldrimner, Sweden  
- Therese Hagtvædt & Stine Alm Hersleth from Nofima, Norway  
- Jukka Lähteenkorva from Food Development Cluster Programme, Finland  
- Heidi Valtari from the University of Turku, Finland  
- Birgit Hartvig Larsen from Grønt Center, Denmark  
- Thorkil Boisen chairman of Culinary-Heritage Bornholm and The Taste of Denmark  
- Olga Biskopstø from Útoyggjafelagið, Faroe Islands

(Presentation from each country and discussions, coffee break around 10.30)

12.30-13.30 Lunch break  
13.30-14.30 Emerging markets for local, small scale food products and services  
- Paul Mayfield a member of the SAC Food and Drink Consultancy team  
- Edward O’Neill, Artisan Food Specialist from Teagasc  
14.30-16.00 Food Unique, Slow Food and New Nordic Food in relation to artisan food centres  
- Food Unique Emilía Martinsdóttir. Matís  
- Slow Food Dominique Plédel Jónsson, Slow Food Iceland  
- New Nordic Food Mads Holm and Thorarinn E. Sveinsson  
16.00 Back to hotel  
19.00 Dinner at Kolabrautin

### Thursday 22<sup>nd</sup> of March

08.00- 11.00 Work group sessions, discussions and conclusions on:  
- New Nordic Food and food centres  
- Networking and collaboration (Nordic, European)

Each topic from raw material through product development and production to marketing, sales and distribution will be discussed carefully. Ending with proposals on how to strengthen small scale food production and marketing in Europe and how NNF fits or should fit into the picture.

11.00- 18.00 Excursion in South Iceland  
11.30 Thingvellir  
13.00 Lunch at Hotel Geysir  
15.00 Flúðir- Visit of Matís Food Centre and to a greenhouse using geothermal energy  
18.00. Back to Reykjavík.