

Challenge Name: Exploring new services and innovation solutions that will boost the exports and international sales of hard biscuit

Code Name: BIOECONOMYVENTURES-2022-OC1-CONFI_3

Challenge Domain:

- AgTech & FoodTech (including Alternative proteins)
- Food, Feed and Ingredients
- Other: Packaging

Description of the Corporate innovation Challenge

The Company is a leading food and confectionery producer in Balkan, with a variety of products distributed in the Balkan and worldwide. Company's key product in the market is the biscuit made for and consumed by children, mainly because of its nutritive significance. However, teenagers and adults consume it in the large extent as well. Over time, it established itself as a high-quality snack, meal replacement in combination with milk, suitable for all ages and usage occasions, but also as an indispensable ingredient for desserts.

The challenge

We are not experiencing the planned export and commercial results compared to success in Balkan region. Ex habitat, diaspora or people connected to Balkan living abroad are biscuits consumers worldwide. But we are failing engage new foreign consumers. We have identified the following obstacles regarding this:

- 1) *Competition*
- 2) *Consumer habits*
- 3) *Specific taste*

To this end, we are looking forward to exploring new innovations, services, distribution channels, product collaborations, guidance and expertise that will help us: establish the brand presence, penetrate the Western Europe market (Austria, Hungary, Switzerland), and increase sales.

Expected results

- Increase sales and exports in Austria, Hungary and Switzerland
- Explore new distribution channels
- Becoming known hard biscuit brand in Europe
- Increase of export via modification of existing or new biscuit products

Types of Collaboration

1. Pilot running and product testing
2. R&D opportunity
3. Corporate Venturing
4. New business model exploration (i.e., exclusive distribution, profit sharing, IP sharing ...)
5. Knowledge sharing and Tech Transfer