

Atlantic Food Innovation Hub

Hub4Food catalogue of innovation support services by Inovcluster



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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



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Inovcluster Hub4Food services



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Summary of services by Inovcluster

Business support

- Export support and strategic planning assistance.



- Trade fair assistance and export logistics.

Internationalisation

Innovation & Development

- R&D services for product and process improvements.

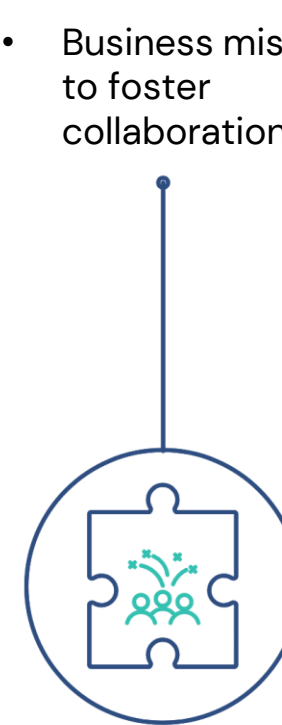


- Workshops to build SME capabilities.

Training & Skills

Networking Events

- Business missions to foster collaborations.



Cluster 4 Innovation Programme

Create opportunities for SMEs to access new technologies, stay updated on industry innovations, and connect with others to create of partnerships for Innovation. Promote collaborative innovation projects among SMEs and other entities.

DESCRIPTION

- Webinars for raising awareness to innovation through cooperation presenting opportunities for innovation in matchmaking events and success cases;
- Facilitation of the participation in international fairs, for prospection of innovation and matchmaking events.

BENEFICIARIES

- Portuguese Food producers SMEs.
- Portuguese Food & beverage businesses.

SCHEDULE

- From 2 hours for webinars to 2 days maximum for visiting International fairs.
- Webinars ongoing from the start of service implementation. Registration required.
- International fairs: Calls for applications starting in June 2025 – Ongoing until the end of the project. A limited number of SMEs to participate will be defined.



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Mentoring 4 Innovation Management Programme

Innovation management support. Support SMEs in defining innovation needs to boost successful product launches in the agrifood sector through enhanced idea generation and filtering, offering on-demand support for a select group of SMEs.

DESCRIPTION

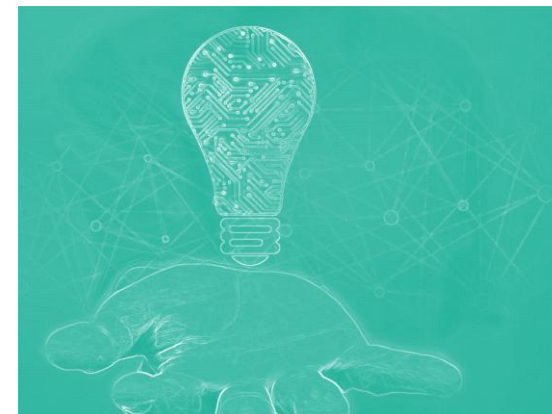
- Idea generation and validation frameworks, paired with agile, on-demand support tailored to the SMEs;
- Support the definition of innovation roadmaps and fast-track the development of scalable, market-ready solutions;
- Guide SMEs through the innovation lifecycle—from early-stage ideation to go-to-market execution.

BENEFICIARIES

- Portuguese Food producers SMEs.
- Portuguese Food & beverage businesses.

SCHEDULE

- Specific criteria regarding the nature of the service will be defined for the selection of applicants.
- Calls for applications starting in June 2025 – Ongoing until the end of the project.
- A limited number of SMEs to participate will be defined.



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Markets & Trends 4 Innovation Programme

This service will support SMEs to understand current market dynamics and consumer behavior, identify emerging trends that can shape the food industry and improve the decision-making process to enhance their market competitiveness.

DESCRIPTION

- On demand Consumer and market trends reports;
- Detailed reports built using reliable data from international databases, ensuring accuracy and relevance;
- Comprehensive market research and trend analysis services, delivering valuable insights to help SMEs stay ahead in competitive markets.

BENEFICIARIES

- Portuguese Food producers SMEs.

SCHEDULE

- Specific criteria regarding the nature of the service will be defined for the selection of applicants.
- Calls for applications starting in June 2025 – Ongoing until the end of the project.
- A limited number of SMEs to participate will be defined.



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Knowledge 4 Sustainability Programme

Sharing knowledge of new developments on sustainable processes.

Foster upskilling and reskilling of Food SMEs on the environmentally sustainability practices and promote its uptake in the food industry.

DESCRIPTION

- Topic-specific webinars aimed at:
 - raising awareness among SMEs about the importance of the adoption of sustainable processes;
 - update knowledge about new technologies and solutions in the market;
 - share best practices and success case.

BENEFICIARIES

- Portuguese Food producers SMEs.

SCHEDULE

- 2 to 3 hours Webinars, depending on the topics addressed;
- Registration required;
- Calls for applications starting in June 2025
– Ongoing until the end of the project.



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Assessment 4 Sustainability Programme

Support for sustainability diagnostics.

Support the diagnosis of Food SMEs about their sustainability / circular economy status and develop an advisory report. Support the implementation of more sustainable practices by identifying needs and development of sustainable action plans.

DESCRIPTION

- Specialized consulting services to assess and enhance the sustainability and circular economy practices of SMEs;
- Comprehensive diagnostic SMEs current sustainability status, and a detailed advisory report outlining opportunities for improvement.

BENEFICIARIES

- Portuguese Food producers SMEs.

SCHEDULE

- Specific criteria regarding the nature of the service will be defined for the selection of applicants;
- Calls for applications starting in June 2025;
- Ongoing until the end of the project.



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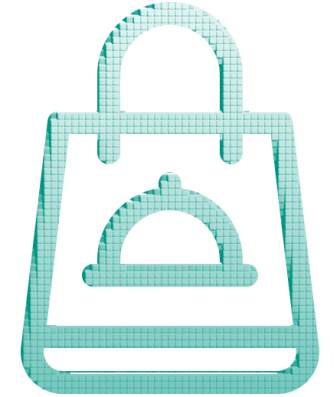
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Design & Marketing 4 Food Programme

Design and marketing support.

Provide design, marketing communication strategies focused on promoting innovative foods products to ensure successful market entry and improve brand value.



DESCRIPTION

- Tailored support to SMEs to access to creative and strategic expertise powered by Inovcluster's dedicated communication team;
- This service covers from branding and packaging design to digital marketing campaigns that cultivate growth and visibility in the agri-food sector.

BENEFICIARIES

- Portuguese Food producers SMEs.

SCHEDULE

- Specific criteria regarding the nature of the service will be defined for the selection of applicants;
- Calls for applications starting in June 2025;
- A limited number of SMEs to participate will be defined.
- Ongoing until the end of the project

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Cluster 4 Business Programme

Introduction to potential business partners.

Facilitating connections with potential partners for collaboration and business development opportunities. Find and establish connections with potential partners to develop business on national and EU scale.



DESCRIPTION

- On-demand identification of potential partners nationally and internationally for commercialization;
- Organization of B2B meetings to explore collaboration and business opportunities.
- Organization of reverse internationalization missions, enabling foreign stakeholders to engage directly with local ecosystems and strengthen cross-border cooperation.

BENEFICIARIES

- Portuguese Food producers SMEs.

SCHEDULE

- Specific criteria regarding the nature of the service will be defined for the selection of applicants;
- Calls for applications starting in June 2025;
- A limited number of SMEs to participate will be defined.
- Ongoing until the end of the project.

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Business Plan 4 Food Programme

Support Business Plan Development.
Provide business plan development and commercial support to help SMEs strategize, grow, and succeed in the market.



DESCRIPTION

- Deliver end-to-end business planning and advisory solutions designed to support SMEs in reaching complex markets maintaining a sustainable growth, through:
- In-depth business plan review and development;
- Strategic pricing guidance and positioning;
- Tailored commercial strategy formulation.

BENEFICIARIES

- Portuguese Food producers SMEs.

SCHEDULE

- Specific criteria regarding the nature of the service will be defined for the selection of applicants;
- Calls for applications starting in June 2025;
- A limited number of SMEs to participate will be defined.
- Ongoing until the end of the project.

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Scouting 4 Funding Programme

Search for Funding & Calls for innovation, internationalization and sustainability. Scanning and sharing of relevant information about regional and national funding opportunities to ensure that businesses are strategically positioned to access public support mechanisms.



DESCRIPTION

- Deliver timely and accurate updates on open calls, grants, and financial instruments through sector-focused newsletters, digital platforms, and targeted outreach via social media.

BENEFICIARIES

- Portuguese Food producers SMEs.

SCHEDULE

- Trimestral updated information.
- Starting in June 2025 – Ongoing every three months until the end of the project.

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