

Market Research for Semi-finished Technologies' Passitec Network

Abstract

The food and beverage industry in Brazil grows at around 11% per year and participates with 9% of GDP. In 2009, the products derived from fruits and vegetables sectors were in the 6th position considering the total sales revenue. The entire national territory is relevant to the food and beverage industry, comprising over 60,000 units, of which 96% are micro and small enterprises. However, market concentration is on the hands of 200 business groups that account for 70% of the sector production value. Innovation in the Brazilian food industry is low, implying that the introduction of new products and processes unknown by the competitors could mean market integration and economic gains coming from the competitive differentiation of new technologies. Food with strong appeal to health and wellness are a strong differentiation for consumers. The State is responsible for market regulation and encouraging innovation directed to for the small and medium enterprises and the requirement of certification and product quality. From the private sector are expected investments in generation and viability of new technologies to meet consumer demands and focus on specific markets, besides the formation of partnerships with institutions of Reserach, Development and Innovation (R, D & I) through open innovation systems. From Network Passitec is also expected to promote institutional arrangements with the private sector to complete the proposed technologies and verify their impacts after adoption, helping to increase competitiveness in the functional foods sector. Shares of partnership in R, D & I with the productive sector can be the key to success in transferring technology with high economic and social impacts, specially in the case of functional food products.

Index terms: Wild passionflowers; functional food; Passitec Network.