

# Regional government supports innovation

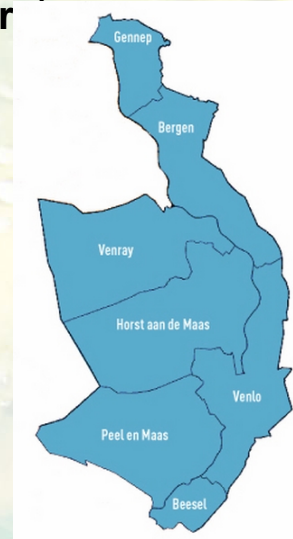
Marcel Claus Municipality Venray



REGIO VENLO

**Venlo Region (the 7 municipalities in Nrd-Limburg)**

- **Logistics (Logistics “hotspot”)**
- **Industry (“maak”industrie “creating”, sme’s)**
- **Agrofood ---- Greenport Venlo**



- Focus Up to 2012: Coöperation municipalities and Province in Floriade 2012**
- Focus 2012-2016: Innovation in Agrofood (irt health):  
Brightlands Campus Greenport Venlo  
(Maastricht University and Province Limburg)**
- 2017: CEO Campus starts “building” the Brightlands  
Campus Greenport Venlo**

## What are we doing building Greenport Venlo and coming in the “spotlight”?

1. Netwerkvorming / networking
2. Internationalisering / internationalisation
3. Innovatie en vernieuwing / innovation and renewal
4. Ruimte om te groeien / enough “space” for business to grow



Innovation and renewal

Brightlands Campus Greenport Venlo, topics:

- Food, nutrition and health (healthy aging)
- Future farming (bright box)
- Biobased solutions / circularity

Innovation and technology in Villa Flora (Bright Labs, Maag-darmsimulator / gastrointestinal simulator, Mi-Food with Personalised Nutrition)



## Why are these tree Campus topic's important?

### We face major challenges:

- **Healthy (payable) food for a growing world population**  
(healthy diet, human wellbeing, healthy aging, healthy cities)
- **Solid sustainable productionsystems**  
(good horticultural starting material, ecological sustainable, strengthening biodiversity, protein transition)
- **Climate-neutral circular and biobased economics**  
(energy, water, manure, materials, food waste)

## **Innovation and renewal**

**Innovation happens where people meet: that's what we want to stimulate**

**Coöperation between entrepreneurs, students and scientist: to develop new concepts and products**

**BING fund: region and province financing innovation in agrofood: "Start up support"**

**Criteria:**

- **Innovation in agrofood**
- **Applicability (toepasbaarheid)**
- **Employment opportunities**
- **Coöperation (education and knowledge institutions)**
- **EDB relation with "circulair and beyond"**

**Most important: financing by entrepreneurs themselves**

## Innovation and renewal

Examples:

- Brightlabs: quality and extension of shelf life
- Custers: Zuivelwaarde
- MiFood: Personalised Nutrition





Companies, start-up's:  
Urban Ponics, Bright Labs, Bio-Treat Center,  
Blue Hub, University Maastricht, Delta Star





**Thank you for your attention !!!**