

A GREAT PLACE FOR

# FOOD INNOVATION

BUSINESS REGION AARHUS  
DENMARK



Businessregion Aarhus





Photo: Organic Denmark / Økologisk Landsforening

There's a place with more potential food business partners, research and innovation specialists, and investment opportunities than anywhere else in Europe.

It's a place that many global food businesses are recognising and making the centre of their European activities. And where a growing number of promising international talents are choosing to build their career.

It's a place where the entire food value chain is in reach and doing business is easy.

A great place at the heart of the world's third biggest food cluster – rated no. 1 in Europe for food innovation.

## BUSINESS REGION AARHUS



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# FOOD INNOVATION

BUSINESS REGION AARHUS, DENMARK

COOPERATION | RESEARCH | TALENT | PRODUCTION | TECHNOLOGY | EFFICIENCY | LIVING



# Everything you need is right here

The world may be getting smaller, but there is still a lot to be said for having everything you need in one place. In Business Region Aarhus in Central Denmark, we offer the highest concentration of food-related expertise in Europe – all within an hour's drive by car.

Many international businesses, investors and talented people already benefit from our world-class capabilities, which span the entire food value chain from field to fork. Multinational companies, small innovative start-ups, and

leading research institutes and university educations are based here. Our municipalities focus on providing the very best conditions for their existence and growth.

We think of Business Region Aarhus as an innovation ecosystem, where our culture for cooperation makes it easy to find the right team for solving every challenge – and where co-innovation is common between specialised business sectors. You don't have to look far around the world to

find solutions that originated here and which are successfully contributing to tomorrow's sustainable food supply.

With this booklet, we want to give you a quick overview of the strengths that make Business Region Aarhus a great place for food innovation. In fact, this booklet itself is an example of our ability to meet around a table and take a new initiative.

We hope you enjoy it.



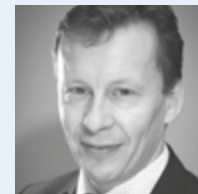
Peter Sørensen  
Mayor of Horsens Municipality, part of Business Region Aarhus



Michelle Williams  
Head of the Department of Food Science, Aarhus University



Jacob Ravn Nielsen  
General Manager of Firmenich Flavors, Scandinavia & Baltics



Rune Engell-Hansen  
Plant Manager, Lallemand



Niels Osterland  
Managing Director, DSS, a Tetra Pak company



Jesper Hjørtshøj  
Manager Strategy and Portfolio for Global Innovation, Marel

## Doing business in...

Denmark  
is the world's  
**3rd biggest**  
food cluster  
Research Institute FORA  
Danish Business  
Authority

## Denmark

**No. 1 for food innovation in the EU**  
(Bank of Ireland)

**No. 1 for business in the world**  
(Forbes)

**No. 1 for quality of labour force globally**  
(Global Talent Index)

**Least corrupt country for business**  
(Transparency International)

**Least expensive country for establishing business in Scandinavia**  
(fDi Benchmark, Financial Times)

**No. 4 in the world for attracting high-value foreign investment projects**  
(IBM, Global Locations Trends report)

**25% of Denmark's total exports are related to the food industry**  
(Danish Agriculture & Food Council)

### Population

Denmark has a population of 5.7 million

Approx. 1 million people live in Business Region Aarhus

Business  
Region Aarhus  
produces  
**>33%**  
of Denmark's  
food exports  
Statistics Denmark

Danish  
companies supply  
**14%**  
of the food ingredients  
on the global market.  
Danish Agriculture  
& Food Council

## Business Region Aarhus

Europe's highest density of food value chain expertise within a one-hour drive

Home of Agro Food Park, a food innovation hub with 75 companies and 1,000 knowledge-intensive workers

Headquarters of the international member organisation  
Danish Food Cluster

110,000 students enrolled at top university and business academies

More than 700 researchers and scientists specialised in food and agriculture

Direct flights to 190 international destinations from local airports

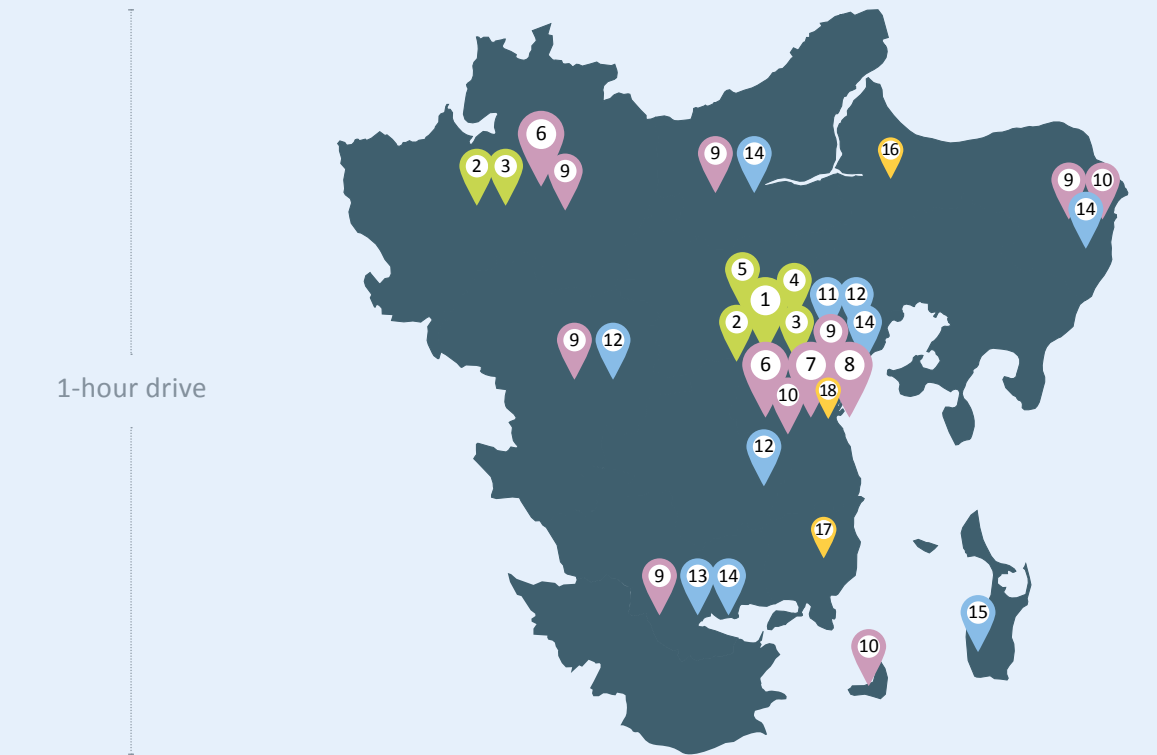
Port of Aarhus is Denmark's biggest international container port

Business Region Aarhus is a centre for innovative, international companies. Strong business environments exist for the creative, IT, cleantech, medico, health and food sectors.

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### INNOVATION HUBS AND NETWORK

- 1 Agro Food Park, Aarhus.**  
Food Innovation Hub
- 2 Agro Business Park, Foulum / Aarhus.**  
Cluster and management organisation
- 3 Future Food Innovation, Foulum / Aarhus.**  
Innovation support for food businesses
- 4 Danish Food Cluster, Aarhus.**  
International epicenter for industry and science
- 5 International Community, Aarhus.**  
Community and network for international employees

### R&D AND EDUCATION

- 6 Aarhus University, Danish Centre for Food and Agriculture:**
  - Department of Agroecology, Foulum
  - Department of Food Science, Foulum / Aarhus
  - Department of Animal Science, Foulum
  - Department of Engineering, Aarhus
  - Department of Molecular Biology and Genetics, Aarhus
- 7 Danish Technological Institute, Aarhus**
- 8 VIA University College, Aarhus**
- 9 Business Academy and Agricultural College, Grenaa / Aarhus / Horsens / Randers / Viborg / Silkeborg**
- 10 AlgaeCenter Denmark, R&D in seaweed, Grenaa / Endelave / Aarhus**

### EXPERTISE AND INNOVATION

- 11 Expertise in agricultural and food consulting including SEGES and Organic Denmark, Aarhus**
- 12 Expertise in food processing equipment including DSS - a Tetra Pak Company, SPX, GEA and Marel, Skanderborg / Silkeborg / Aarhus**
- 13 Expertise in food packaging including Schur, Danapak Flexibels, Amcor Flexibels, Horsens**
- 14 Expertise in food ingredients including Danish Crown, Hamlet Protein, Lallemand, DuPont, Firmenich, Palsgaard and Arla Foods, Randers / Grenaa / Horsens / Juelsminde / Aarhus**
- 15 Expertise in vegetable production, local production systems, and circular bioeconomy, Samsø**

### ATTRACTIONS

- 16 Danish Agricultural Museum, Auning / Norddjurs**
- 17 The Organic Garden, Odder**
- 18 Food Festival, Aarhus**





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# cooperating with innovative partners

The best innovations are developed in partnership. In Business Region Aarhus, you'll meet the same openness to collaboration that drove the first Danish food cooperatives in the mid-1800s. Today, a number of the region's cooperatives are leading international companies.

This tradition for cooperation offers important benefits to companies that base their European activities in Business Region Aarhus. Together, our businesses, research organisations and municipalities make up a hotspot for profitable food innovation.

One example of this innovative environment in action is Agro Food Park. Located on the outskirts of Aarhus, this food innovation hub houses 75 companies of all sizes, including the new global innovation centre of the world's fifth largest dairy company, Arla Foods. Food scientists from Aarhus University also have a base here.

Denmark ranks  
no. 1 for  
food innovation  
in the EU.

Bank of Ireland




Danish dairy products stay safe all the way to China  
— thanks to our food protection experts.

Arla Foods has partnered with ISI Food Protection to support global exports of dairy products with a long, safe shelf life. Equipped with a L3\* biosafety lab, ISI Food Protection is one of the many specialised enterprises in Business Region Aarhus that bring value to multinational businesses.

Photo: Arla Foods

Business Region Aarhus | A Great Place For Food Innovation ► 7





It's not just a pretty field of rapeseed.  
We're researching why rapeseed leaves  
should be your favourite healthy salad.

Innovative plant-breeding business Knold & Top is co-investor  
in a three-year industrial postdoc along with Aarhus University,  
Future Food Innovation and Innovation Fund Denmark.

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# researching new ways to better food

Business Region Aarhus is the home of Aarhus University and the Danish Technological Institute. Both have earned international respect for their valuable contributions to food research and have a strong tradition for joint projects with R&D specialists from the business world.

Here, you'll find scientists specialised in all aspects of the food value chain – including sustainable technology for high-yield farming; nutritional food components to help solve global health challenges; new technology to improve the efficiency and sustainability of food production; and consumer behaviour to support successful sales on international markets.

When it comes to transferring the latest knowledge to business and the global marketplace, we have specialists in that area, too.

Aarhus University ranks among  
the world's top 10 universities for  
agricultural and food science.

U.S. News Best Global  
Universities



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# finding a pool of talented people

Thousands of young people choose to study in Business Region Aarhus every year. A reputation for world-class educations makes our university and colleges highly attractive to Danish and international students.

Across Business Region Aarhus, more than 110,000 students are enrolled in further education. Aarhus University offers several Master degree and diploma programmes relevant to a food industry career.

Many graduates choose to stay here. One reason is the many food-related career opportunities within a short distance of each other. Another is the extensive support network and incubator facilities for entrepreneurs. This ensures a continuous flow of new talent to our experienced and mobile workforce.

Business Region Aarhus is an  
excellent source of talents with a  
higher education in chemistry,  
microbiology and food science.

Niels Osterland,  
Managing director, DSS,  
a Tetra Pak company

If you're looking for a new source  
of protein, ask our PhD students  
about the 200 kinds of protein in  
a potato.

Aarhus University, potato-based ingredient company KMC  
and the potato starch factory AKV Langholt are funding  
studies of potato proteins with the support of Future  
Food Innovation.







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# building a specialised production centre

Food companies deliver a quarter of Denmark's total goods exports, producing three times more food than the Danish population can consume. A third of that comes from Business Region Aarhus.

Leading manufacturers of dairy, meat and bakery products, for example, have established advanced production facilities here. Other major players produce food packaging and other essential complementary products. Specialised, knowledge-intensive and highly efficient, all are living proof of the favourable business conditions that the region provides.

The large production companies in Business Region Aarhus exist side-by-side and, often, in cooperation with countless, small niche producers. They, too, thrive and grow – alive with entrepreneurial spirit and the ambition to build new export adventures.

Business Region Aarhus produces more  
than 33% of Denmark's food exports.

Statistics Denmark

It takes good yeast to make good wine.  
We make 80% of the wine yeast sold  
on the world market.

Lallemand is a global leader in the development and production of yeast, bacteria and speciality ingredients. The Lallemand plant in Business Region Aarhus produces half of the company's total production of wine yeast.





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## finding world-class food technology

The latest and best technology is a must for efficient food production. In Business Region Aarhus, that's never hard to find.

Whether you need processing equipment for a high-speed production line; speciality ingredients that provide taste, texture and nutrition; natural solutions that keep food safe; or systems for food traceability, Business Region Aarhus has it all.

This dense cluster of technology companies has captured international attention - encouraging numerous multinational players to invest in existing businesses or establish a base here. Tetra Pak, SPX, GEA and Marel are among them.

Danish processing equipment  
is in demand. More than  
80% is exported to  
international markets.

Estimate by the Confederation  
of Danish Industries

Cod fillet yield has increased by a third since the 1980s. Just one of the benefits of our advanced processing systems.

Marel is the world's biggest supplier of processing systems for poultry, meat and fish. The company has a development, sales and service centre in Business Region Aarhus.



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# making the most of the world's resources

In the north-western corner of Business Region Aarhus, Apple Inc. is building one of the biggest data centres in the world. The reason is the availability of Danish renewable energy that will power the centre.

Resource efficiency is of growing importance to international investors. It's also high on the agenda in Business Region Aarhus.

The global market for whey ingredients, for example, started with pioneering research by Arla Foods Ingredients. Today, whey is no longer a waste product from cheese production but a high-value raw material. Nor does any part of any animal go to waste at Danish Crown's advanced meat production plant.

In Business Region Aarhus, the development of better, more efficient technology is a continuous priority for many science and technology providers.

Business Region Aarhus is the hub  
of a five-year project where we will  
use precision agriculture and big data  
to develop new solutions for higher  
yield, more sustainable crops.

Kathrine Hauge Madsen,  
project manager at SEGES responsible for Future Cropping,  
an innovation partnership between universities,  
industry and consultancy firms

We collect food waste to fuel the production of biogas.  
The outcome is enough green energy to meet the needs  
of 6,000 homes a year.

Daka ReFood provides food waste solutions for supermarkets, food producers, canteens  
and restaurants. Organic matter is recycled into biogas and fertiliser







Thousands visit the biggest Nordic food festival to get a taste for what we do well. Innovation in food.

The Food Festival brings together Nordic breeders, chefs and food producers to share knowledge with each other and the public. Co-development projects between chefs and food producers are ongoing all year round.

Photo: Claes Bech Poulsen

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## living life to the full

Denmark is among the top countries in the world for business efficiency. So it's interesting to note that we also rank number one for work-life balance.

If you're new to Denmark, you'll notice an informal work culture that values open-minded, resourceful employees. The flexible working conditions are particularly attractive to families, which are entitled to parental leave and subsidised childcare facilities.

Outside work, you'll meet a nation of people that consume more organic food than anywhere else in the world – and have a growing fondness for premium quality Nordic cuisine.

To help newcomers settle in, the International Community organisation creates social and professional networks through events, seminars and online activities.

We expect our need for international labour to grow in the years ahead. So, once you're here, we hope you'll stay.

Denmark ranks no. 2 in the EU  
for business efficiency <sup>I</sup>

Denmark has the best work-life  
balance in the world <sup>II</sup>

<sup>I</sup>IMD World Competitiveness Ranking

<sup>II</sup>OECD Better Life Index



# supporting your food innovation



**BUSINESS REGION  
AARHUS**  
**JANE BAAD JENSEN**  
DIRECTOR

Business Region Aarhus is a partnership of 12 municipalities that aims to create growth and jobs. Through our growth initiatives, we support developments in the area, making it attractive to entrepreneurs, newcomers and students.

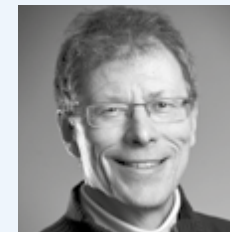
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**AGRO  
FOOD»  
»PARK**  
**AGRO FOOD PARK**  
**SØREN MADSEN**  
M3 MANAGER

Agro Food Park is a world-class innovation ecosystem and growth environment for companies, entrepreneurs, institutions, specialised service providers and investors. We offer office space, test facilities for food innovation, social and professional events and conferences.

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**AARHUS  
UNIVERSITY**  
DCA - DANISH CENTRE FOR FOOD AND AGRICULTURE  
**AARHUS UNIVERSITY**  
**CLAUS BO ANDERSEN**  
CHIEF CONSULTANT

Aarhus University is the second largest university in Denmark, with 11,000 employees, including 1,900 PhD students, and 40,500 students. Due to the many international employees and students, 60% of all master programmes are in English. Aarhus University is rated among the world's top 100 universities.

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**VIA University  
College**  
**VIA UNIVERSITY COLLEGE**  
**DAVID MAYNTZ**  
HEAD OF RESEARCH AND  
DEVELOPMENT

VIA University College offers a wide range of courses in nutrition, health, food technology, innovation and product development as bachelor degrees and other further education programmes. We have student incubator milieus and test facilities at several locations, where we turn your ideas into reality and work with challenges from real life.

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**DANISH  
FOOD  
CLUSTER**  
**DANISH FOOD CLUSTER**  
**LONE RYG OLSEN**  
CEO

Danish Food Cluster is an international member-driven hub for businesses, research institutions and public authorities. We maximise the growth potential and innovation power of our members, who represent around 75% of Denmark's food industry turnover.

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**INVEST IN DENMARK**  
**METTE HOBERG TØNNESEN**  
SPECIAL ADVISOR

Part of the Ministry of Foreign Affairs of Denmark, Invest in Denmark is a customised one-stop service for foreign companies looking to set up business in Denmark. We measure our success by how well we contribute to yours.

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**DANISH  
TECHNOLOGICAL  
INSTITUTE**  
**DANISH TECHNOLOGICAL  
INSTITUTE**  
**MIKAEL POULSEN**  
EXECUTIVE VICE PRESIDENT

Danish Technological Institute translates the latest knowledge and technology into value for Danish businesses in the form of products, materials, processes, methodologies and tests. We have more than 1,000 employees, leading facilities and a strong global network.

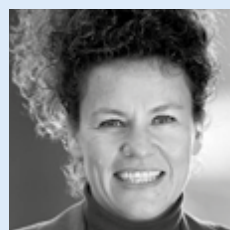
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**SEGES**  
**SEGES**  
**IVAR RAVN**  
COO

At SEGES, we build bridges between research and practical farming while developing products and services in partnership with our users. We support Danish farmers in deploying the latest knowledge and technology quickly and efficiently.

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**FUTURE FOOD  
INNOVATION**  
**GYDA BAY**  
INNOVATION MANAGER

Future Food Innovation (FFI) is an innovation environment where companies can find business partners, capital opportunities and new contacts. FFI manages the Differentiation Fund, which supports companies working with food product innovation.

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[www.futurefoodinnovation.dk](http://www.futurefoodinnovation.dk)



**AGRO  
BUSINESS  
PARK**  
**AGRO BUSINESS PARK**  
**KATHRINE VEJGAARD STAGE**  
SITE MANAGER

Agro Business Park is a cluster and management organisation with innovation, incubation and investment activities at both national and international level. Operations include the science park in Foulum, startup facility Agro Food Park Incubator in Aarhus and a portfolio of 31 innovation projects.

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**international  
community**  
**INTERNATIONAL COMMUNITY**  
**JESPER THEIL**  
HEAD OF COMMUNICATION

International Community supports international employees and their families during their stay in the Aarhus region and creates social and professional networks through a wide range of events, seminars and online activities. Today, more than 3,500 people are involved in the networks.

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[www.internationalcommunity.dk](http://www.internationalcommunity.dk)



**FOOD  
FESTIVAL**  
**FOOD ORGANISATION OF DENMARK**  
**ANNA LUND**  
DIRECTOR OF FOOD FESTIVAL

Food Festival is the biggest food event in Northern Europe. Its primary purpose is to share inspiration and knowledge about the Nordic food culture with visitors of all ages. Leading producers, chefs and enthusiasts attend to answer questions, create experiences and take part in special events and tastings.

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[www.foodfestival.dk](http://www.foodfestival.dk)





Business Region Aarhus is a great place for driving innovation in the food value chain.

Get in touch or pay us a visit.

You could find the next big opportunity for your business or career.

Collage pictures courtesy of:  
Ole Brikner, Michelle Rasmussen,  
Nordisk Tang, Arla Foods, Palsgaard,  
Per Bille, Aarhus University, Marel,  
Danish Agriculture & Food Council,  
Henrik Andersen, Photopop &  
Kasper Fogh



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