

# Innovation & Collaboration *Workshops*



FOODINNOVATION  
CENTRE

Be **IMMERSED** in our '**show me**' approach to the latest global best practice and innovation thinking to get your business ready for sustained growth in local and Asian markets



- **ENGAGE** with the latest innovation practices, capabilities and tools.
- **EXPAND** your network with like-minded businesses.
- **LEARN** about Asian insights and apply practical tools that can be quickly leveraged into export business opportunities.

Register your interest now to attend  
a 2015 workshop in Ringwood, Victoria

Contact us at: [foodinnovationcentre@mdlz.com](mailto:foodinnovationcentre@mdlz.com)

# Building a **BRIGHTER** future in Food Manufacturing through Innovation & Export Readiness to Asia

The State Government of Victoria, through the Department of State Development Business & Innovation, has joined forces with Mondelez International – one of the largest food manufacturers in Australia with iconic brands such as Cadbury Dairy Milk, Vegemite, The Natural Confectionery Company, Oreo and Philadelphia.

**TOGETHER** we will deliver training and collaboration opportunities to revolutionise and grow Food Manufacturing



*"As a small business, we do not have the resources to research best in class tools and methodologies in critical areas such as Market Research and Product Ideation and Development."*

Leah Graeve, Director, Gourmet Union

*"The depth of detail in relation to the Asian markets was mind-blowing and has certainly opened up our eyes to the potential for collaboration in that area. We also found the networking side of the workshop to be so valuable..."*

Geoff Humbert, Managing Director, Mansfields Contract Food Manufacturing

*"...a great balance of innovation theory with practical participation along with sharing many new tools. ...the open innovation approach truly encouraged collaboration and excellent network building."*

Peter Meek, Managing Director, Chobani Australia Food Manufacturing

These workshops have been developed for any business looking to expand through use of best practice innovation tools and collaboration in the domestic and Asian markets.

**AFFORDABLE** accessible  
**INNOVATION** services

