

## Transferkolleg 2009 - Food Processing

Food markets are increasingly confronted with rapid **globalization** and ferocious competition. It remains the challenge of the Swiss food industry to defend domestic market shares and to grow through the creation of new home and export markets as well as innovative products. Switzerland's high reputation is a substantial asset in this context. It is based on quality, originality and reliability and thus reflects values which are of increasing importance in the food market and to the consumer. Switzerland clearly has the potential to play a leading role in future food and food-related markets covering

- traditional food
- high-tech products, processes and services
- food for healthy nutrition
- food safety
- sustainability in the food value chain

New developments, e.g. in nanoscience, biotechnology, ICT, nutrigenomics or consumer behaviour, are creating exciting opportunities for innovation. The Transferkolleg on Food Processing will cover all food and food-related markets, as well as the entire food chain. We solicit the submission of high-potential projects in this field and will favour interdisciplinary and early-stage projects presenting a high risk.

### Project team

- Dr. Hans-Rudolf Zeller (Präsident)
- Dr. Hans-Peter Bachmann (Swiss Food Research)
- Prof. Oreste Ghisalba (Novartis Pharma AG)
- Dr. Karl Knop (ex CSEM)
- Prof. Klaus Ragaller (ex ABB)
- Dr. Jean-Claude Villettaz (Swiss Food Research)
- Prof. Erich Windhab (ETH)