PERFORMANCE

Personalised Food for the Nutrition of Elderly Consumers

SEVENTH FRAMEWORK PROGRAMME

Dissemination Event Review

National (Germany) Launch of H2020 - Berlin Congress Centre

Organized by: Federal Ministry of Education and Research

Date: 28-29 January 2014

Description: Event organized to launch the new EU Framework for Research and Innovation – Horizon 2020. The launch also allowed an opportunity to exhibit successful projects coordinated by German institutes or SME's and which were under the previous FP7 framework.

Invited speakers (amongst others):

Prof. Dr. Johanna Wanka	Federal Minister of Education and Research, Germany
Máire Geoghegan-Quinn	EU Commissioner of Research, Innovation and Science
Robert-Jan Smits	Director-General of the Directorate-General for Research and Innovation, European Commission

PERFORMANCE partners and dissemination activity:

1. **BIOZOON:** Matthias Kück, Sandra Forstner
2. **FOODJET:** Ron Krol

PERFORMANCE had an interactive display stand which illustrated innovations on the development of **3D printing technology**, presented samples of **'smoothfood'** products and allowed the visitor **conceptualize** the 'personalized' food concept while watching the PERFORMANCE video.

Photo: 1

Visitor at Berlin conference viewing the PERFORMANCE – 3D test bench and presentation video

Visitors to the PERFORMANCE stand were encouraged to view the 3D technology in progress and the printing of a number of 3D objects from carrot puree.

Photo: 2

PERFORMANCE 3D printing test bench producing a 'FOOD' object on a special plate for people suffering from dysphagia

Photo: 3

PERFORMANCE 3D printing test bench producing a '2020' object on a plate

<u>Review:</u>

Approximately 900 participants (e.g. included research institutes, organizations and universities) attended the event and some of those who visited the PERFORMANCE stand acknowledged that they had already heard (from media sources) about the advances of 3D printing. Others shared a number of views and in particular expressed their enthusiasm as they had relatives who were experiencing masticating and swallowing difficulties. A key statement - taken from one visitor; sums up the common understanding of the project and its advantages in the nutrition of persons suffering from swallowing and masticating difficulties (Dysphagia).

- **This is a "very interesting and exciting approach" and I am keen to be able to 'find this on the market in the near future'.**