



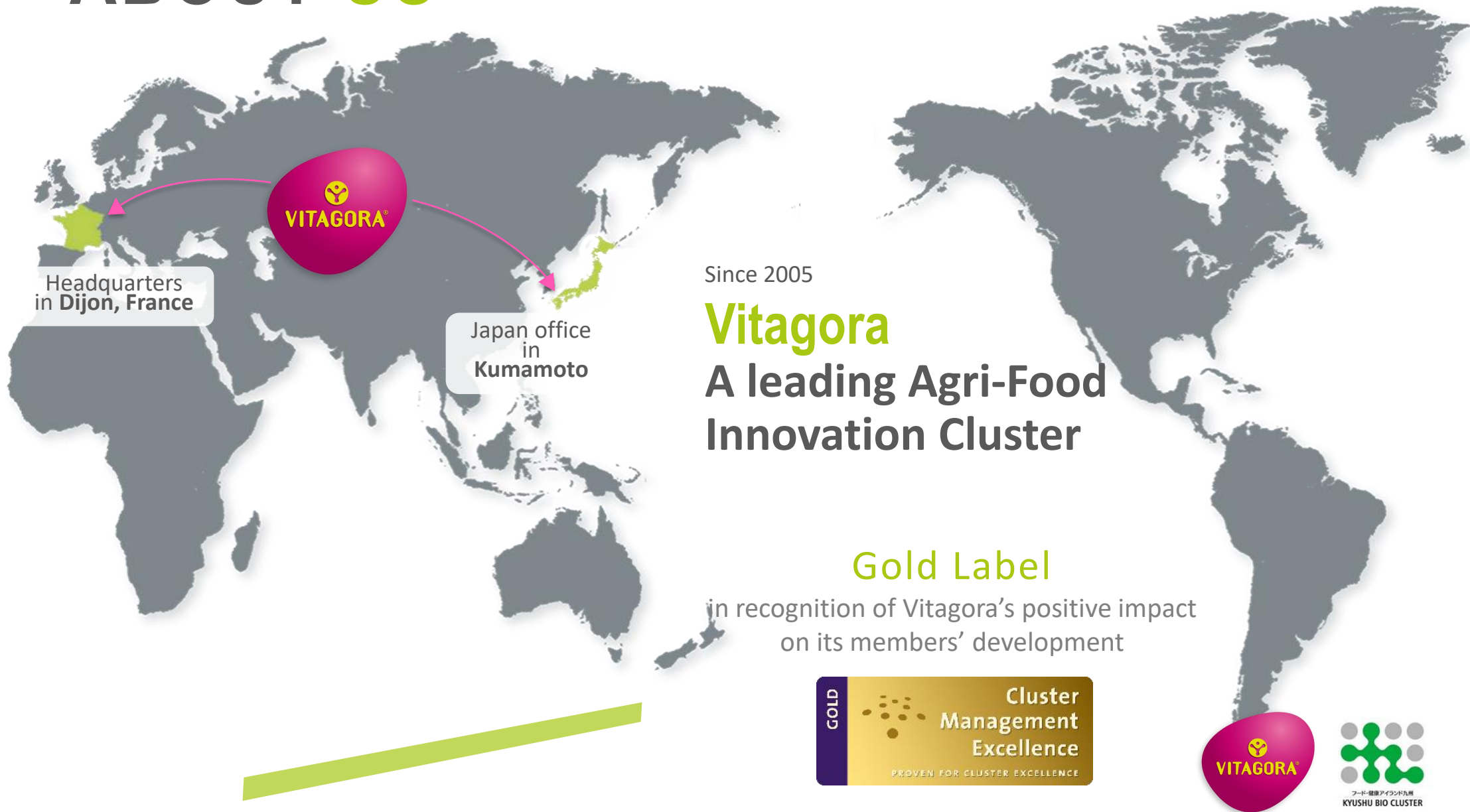
VITAGORA-KBCC

Fostering closer Japan-France agri-food
business relations through inter-cluster
cooperation



VITAGORA

ABOUT US



Since 2005

Vitagora

A leading Agri-Food Innovation Cluster

Gold Label

in recognition of Vitagora's positive impact on its members' development



VITAGORA, AGRI-FOOD INNOVATION CLUSTER

A HIGH QUALITY ECOSYSTEM AT THE HEART OF EUROPE

Within our cluster are

570 **membres**
in France and around
the world

Agri-food businesses

SMEs,
multinationals

60 world leaders:

Danone, Mondelez,
Suntory, General Mills,
Cargill, McCain,
Lesaffre, Nestlé Purina,
Mars, Seb Group,
Symrise, Firmenich ...



Experts, knowledge providers, innovators

Researchers
Start-ups,
Technology experts
International partners

A start-up community around
ToasterLAB, our 100% agri-food
Acceleration program



Since 2017, over

50 **start-ups**
accelerated



VITAGORA

INTERNATIONAL INNOVATION ECOSYSTEM

Since 2005, over

80 missions
organised

2 international offices:

- Japan (since 2020)
- (Soon) Rwanda

International partner
collaborations on:

- Innovation ecosystem
- Market access
- Cluster building



FOCUS ON JAPAN-FRANCE COOPERATION

STRATEGY

Japan-France = Mutual recognition of strategic agrifood markets and knowledge clusters

Since 2007

- International knowledge mapping:
Japan identified by Vitagora as strategic target for international development
- **From 2007**
Initiation of international development program:
Missions, delegations, fostering collaborations



FOCUS ON JAPAN-FRANCE COOPERATION

DEPLOYMENT

Japan-France = Partnerships established: business, innovation, clustering

29 missions organised

- 14 missions to Japan
- 17 missions to France

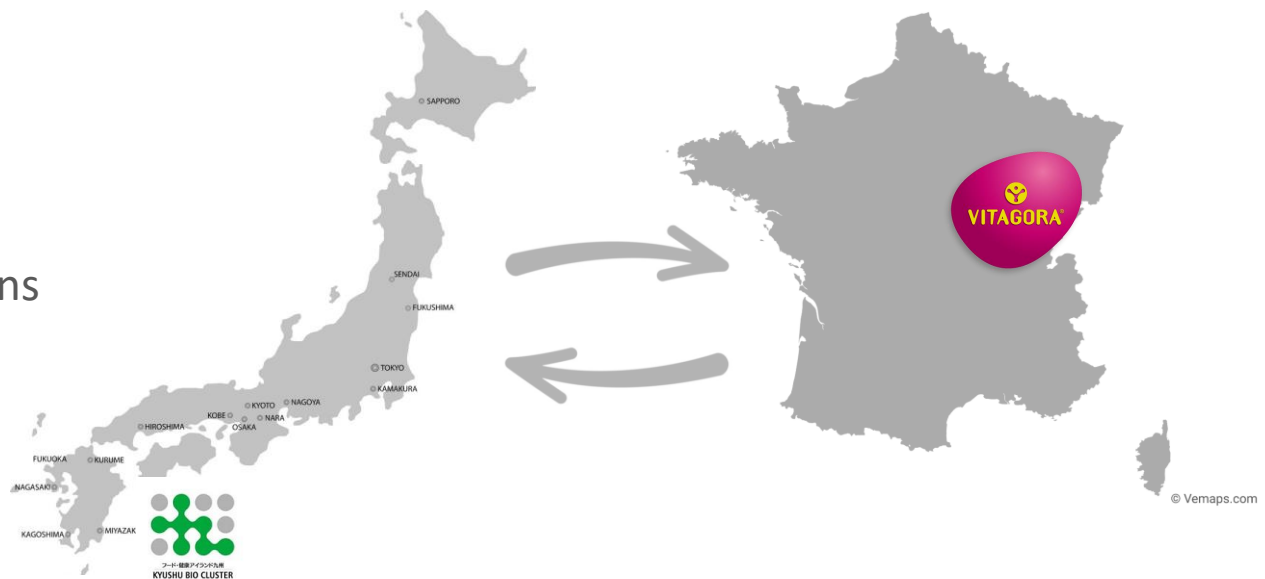
Business and innovation collaborations

Innovation:

Japanese members



SUNTORY



MoU between **Vitagora** and
Kyushu Bio Cluster Conference
(KBCC)



FOCUS ON JAPAN-FRANCE COOPERATION

VITAGORA JAPAN OFFICE

Providing strategic innovation, development and clustering support to foster closer Japan-France cooperations

Since 2020



Hanae Lemaître
Vitagora agrifood
innovation engineer
Based in Kumamoto

In partnership with
KBCC and Kumamoto
Prefecture



Services to Vitagora and KBCC members:

For KBCC members:

- Access to Vitagora's strategic intelligence: science, technology, markets
- Innovation support

For KBCC and Vitagora members

- **Japan-Europe accelerated market access**
Market intelligence, business partner search...
- **International matchmaking support**
Business, innovation...
- **Visibility for knowledge providers**
Events, publications...



Thank you for your attention



Marthe Jewell

Vitagora Communications Manager
marthe.jewell@vitagora.com



Hanae Lemaître

Vitagora Japan Office Manager
hanae.lemaître@vitagora.com

VITAGORA

FRANCE (Dijon, Paris) — JAPAN (Kumamoto)
+33 (0)3 80 78 97 91, vitagora@vitagora.com
www.vitagora.com

