

INNOVATORS⁴FOODTECH

**A STUDENT CHALLENGE TO TEST YOUR SKILLS IN LAUNCHING
A FOOD PRODUCT IN A NEW MARKET**

The University of Milan and Fondazione UNIMI, in collaboration with Opessi Stefano srl and Dr. Carola Cappa from DeFENS (Department of Food, Environmental and Nutritional Sciences), organize a challenge where you'll step into a business role to present a new product in an emerging market. Each team will analyze the destination country, focusing on production and logistics processes, competitors, sales strategies and promotional communication.

On the final day, each group will present their project to a panel of experts in the agri-food and business sectors.

Students from the following Master's degree programs are eligible:

- Public and Corporate Communication
- Data Science for Economics
- Economics and Political Science
- Management of Innovation and Entrepreneurship
- Politics, Philosophy, and Public Affairs
- Human Nutrition and Dietetics
- Biotechnology for the Bioeconomy
- Environmental and Food Economics
- Agricultural Sciences for Sustainability
- Food Science and Technology
- Environmental Change and Global Sustainability

Sign up here



Registration deadline: february 14, 2025

For more information: sil-tt@unimi.it



**February 28, 2025
March 14, 2025**

from 9 AM to 1:30 PM



Fondazione UNIMI
Viale Ortles 22/4 – Milan



2 weeks of independent group work in preparation for the final project work.

32 available spots

