

## Throwback to the 7<sup>th</sup> edition of NutrEvent January 25<sup>th</sup> – 28<sup>th</sup>, 2021 | Digital event

### A successful 7<sup>th</sup> edition of NutrEvent, held for the first time in a digital format

From January 25<sup>th</sup> to 28<sup>th</sup> was organised, for the first time in a digital format, the 7<sup>th</sup> edition of NutrEvent, the leading European partnering event dedicated to innovation in Food, Feed, Nutrition and Health. With over 700 international participants, this unique edition was a real success.

In the context of global health crisis, NutrEvent organisers and its Steering Committee made the decision to organise the event online and together with AgeingFit, the NutrEvent counterpart in the healthy ageing sector, convinced that all the players involved in Nutrition and Health as well as Healthy Ageing need even more time for interactions and meetings that can lead to business, R&D and innovation partnerships. The current context has indeed highlighted the importance of research, innovation and collaboration proving that this collaborative approach is no more a mere option but the necessary way to develop innovative solutions.

This digital experience over 4 days has allowed participants to take away new ideas, new collaborations and funding opportunities, all to build the innovations of tomorrow in the Food, Feed, Nutrition and Health sectors. NutrEvent 2021 gathered **700 attendees** from **48 countries**. During the 4 day-event, **1,300 one-on-one meetings** were generated, **44 speakers** discussed the latest market trends and innovations in Nutrition, Health and Feed as well as best practices to collaborate and facilitate the development of R&D and innovation projects. **27 entities** increased their visibility through the virtual exhibition area, and **10 innovative projects** previously selected had the opportunity to pitch in front of a jury of experts and an audience.

#### A response to the recent challenges

**NutrEvent** brings together various players in the field of nutrition and health who contribute to improving people's quality of life through food, in particular through innovations aimed at strengthening the immune system.

Organised by Eurasanté, Clubster NHL, Valorial, Biotech Santé Bretagne, Atlanpole and Atlanpole Biotherapies, NutrEvent was held for its 7<sup>th</sup> edition in a fully digital format and gathered over **700 participants** from **48 countries**. Food and feed companies, innovative ingredients and process suppliers, food supplement and pharmaceutical industries, distributors, TTOs, research institutes, academics, consulting companies, R&D services, consulting firms and investors were there to discover the latest trends in the sector and contribute to develop tomorrow's innovative products and services in the sector.

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In this uncertain time, our community needed a framework to meet and interact with international key players to accelerate innovation in healthcare: deals needed to be done, new ideas needed funding and business meetings needed to happen. In this unique context, going online enabled more attendees, such as international delegates, to take part in the event. The digital format also helped us fulfil our promise: to bring satisfaction to our participants and our partners in terms of meeting opportunities, deals achieved and partnerships launched.

NutrEvent was held this year thanks to the support of our institutional partners: the Hauts-de-France Region, the European Metropolis of Lille, and the city of Lille, the Pays de la Loire Region, the Metropolis of Nantes, the Brittany Region and the Metropolis of Rennes.

The Hauts-de-France brings together leading nutrition innovators including Lesaffre, Roquette, Ingredia, all big names in the functional food industry with their head offices in the region.

The Grand Ouest region is one of the Europe's leading agri-food and agricultural economic hubs with over 2,500 agri-food and nutrition businesses and an academia geared towards research and training in life sciences and health/nutrition.

### **LinkedNutri, awarded most innovative start-up in Food, Feed, Nutrition and Health**

During the NutrEvent 2021 Start-up Slams, the selected organisations presented their innovative projects in different categories: Digital solutions, Finished food products and Food supplements & ingredients.

Represented by Adrien Plecis (Founder & CEO), **LinkedNutri**, a French start-up, won this year's edition of the Start-up Slams:

*"It was a given that myNUMEA would participate in the main European event of the "health and nutrition" sector. To be awarded "the most innovative start-up" in this category is an honor. This prize holds a very special significance for us. Indeed, Nutrevent is home to the world's leading experts in our sector. To be recognized and distinguished by these experts among many excellent projects is for us the best indicator that myNUMEA is on the right track to revolutionizing our relationship to micronutrition. Congratulations again to the Clubster NHL and the Hauts-de-France region for having succeeded in maintaining the momentum of this European business convention yet again this year."*



myNUMEA offers the first connected dispenser designed to deliver all the user's micronutritional supplement needs in a quick, tailor-made 100% liquid dose. It allows users to fill their micronutrient deficiencies as easily as drinking a fruit juice every morning. With the support and recommendations of health

professionals, its personalized programs respond to the health and well-being concerns/issues of all those who wish to increase/preserve/improve their health capital through smarter nutrition. Founded in 2018 by 4 seasoned tech and health entrepreneurs, recognized by numerous honors and awards (i-NOV 19, Digital Startup Trophy, IMT Bercy, Nutrevent Start-up slams award, etc.) myNUMEA will open its capital in 2021 in order to accelerate the deployment of its breakthrough innovation in a global market that will be worth more than 200 billion dollars by 2025.

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### NutrEvent 2021 key figures

**700** delegates from **48** countries  
**1,300** one-on-one meetings generated  
**44** international speakers  
**27** exhibitors  
**10** oral presentations of innovative projects

The eighth edition of NutrEvent will be held  
 on October 4<sup>th</sup> and 5<sup>th</sup>, 2022  
 in Nantes, France

### Organisers



#### **Eurasanté - [www.eurasante.com](http://www.eurasante.com)**

Eurasanté is a technology transfer tool, an incubator, an accelerator and a cluster manager in the Health field in Northern France. Eurasanté assists French and foreign companies, entrepreneurs, scientists and clinicians with their innovation and development projects. The region includes over 1,000 healthcare companies with 30,800 employees in this sector. Eurasanté also promotes and develops the Eurasanté bio-business Park which hosts 7 hospitals, 4 universities, 7 specialised schools, 170 companies and 50 laboratories within a European-wide scientific and medical site. Eurasanté also organises four international healthcare-related partnering events that aim to increase and improve interaction between academia and industry: NutrEvent (Food, Feed, Nutrition, Health), BioFIT (Life Sciences), MedFIT (MedTech, Diagnostic, Digital Health) and AgeingFit (Healthy Ageing).

#### **Clubster NHL – [www.clubster-nsl.com](http://www.clubster-nsl.com)**

Clubster NHL is a competitiveness cluster and a network gathering 350 members committed to innovation in health and nutrition. Clubster NHL aims to connect academia, industry and health professionals and to foster innovation for better health and sustainable food. Its goal is to bring together and support stakeholders from the health and food sectors in designing, developing and financing their future products and processes.

#### **Valorial – [www.pole-valorial.fr](http://www.pole-valorial.fr)**

Valorial is N°1 network devoted to agri-food innovation through a collaborative approach. It brings together 360 members: a community of over 3,500 “innovators” focusing on smarter food. Core mission: to identify, set up and support innovative, collaborative R&D projects. Chain of personalised services: from idea to market!

#### **Biotech Santé Bretagne – [www.biotech-sante-bretagne.fr](http://www.biotech-sante-bretagne.fr)**

Biotech Santé Bretagne runs and coordinates Biotechnology (Capbiotech) and Health regional sectors. It is the reference Centre for innovation in these two fields for 7 identified markets: eco-industries, agro-industry, food and cosmetic sector, pharmaceutical industry/health biotech, medical technologies, e-health. Our thematic experts in Health and Biotechnology are fully committed to support innovation in Brittany Region.

#### **Atlanpole – [www.atlanpole.com](http://www.atlanpole.com)**

A techno-cluster, business innovation centre, and regional incubator in the Pays de la Loire region, and the leader and co-leader of several competitive clusters.

#### **Atlanpole Biotherapies – [www.atlanpolebiotherapies.eu](http://www.atlanpolebiotherapies.eu)**

Atlanpole Biotherapies is an inter-regional (Pays de la Loire, Brittany, and Centre Val de Loire) competitiveness cluster. It obtained its certification from the Ministry of Industry in July 2005. Atlanpole Biotherapies combines the skillsets of laboratories, platforms, and businesses to provide a complete, relevant, and competitive public/private offering along the biopharmaceutical value chain, from the discovery of targets through to clinical evaluation.

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For more information, please visit [www.nutrevent.com](http://www.nutrevent.com)

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