



Global Business Innovation Programme Agri-Food - Canada

The Global Business Innovation Programme

organised by Innovate UK, consists of a preparation phase, a six day innovation visit focused on agri-food and a post-visit exploitation workshop. Each business is supported by an Innovate UK EDGE Innovation & Growth Specialist to help maximise the potential of being part of the programme and beyond. This initiative will be delivered physically and could include virtual activities.

Innovate UK is committed to ensure that anyone, from any background, has an equal opportunity to be successful.

Focus Areas:

We would welcome applications from companies who are involved in developing innovations to support the alternative protein sector in (but not limited to) the following areas:

- **Plant-based and alternative proteins:** alternative protein sources for healthier and more sustainable diets, including functional groups such as lipids for food product formulation.
- **Adding value / enhancing quality:** innovations to improve the nutritional quality (e.g. functional foods with specific health benefits), consumer

acceptability (e.g. taste, texture), sustainability, and safety of alternative protein and plant-based products.

- **Preservation, packaging and storage technologies:** to increase shelf life including for healthy convenient foods and nutritious perishable foods.
- **Co-product stream management:** innovations to add value to co-product streams produced during processing of raw materials and ingredients (e.g. crops) or the food manufacturing process.

Why Canada?

Canada is home to a vibrant start-up culture and a strong ecosystem of world-leading agriculture and food companies. It is the 5th largest agricultural commodities exporter in the world, with the sector benefitting from an abundant supply of natural resources including diverse plant, animal and marine life.

Agri-food is a strategic priority for collaboration and was a founding pillar in the MoU signed between DSIT (Department for Science, Innovation and Technology) and Global Affairs Canada.

Plant-based protein is a key area of focus for Canada. As part of Canada's Budget 2022, \$150 million was earmarked for Protein Industries Canada (PIC). This builds on the previous \$173 million entrusted to Protein Industries Canada, through the Global Innovation Cluster Program to advance innovation in plant-based food and ingredients.

Having completed successful programmes to Canada in the agri-food sector, Innovate UK is looking to build on promoting collaboration and partnerships. Bilateral funding partnerships have been established between Innovate UK and PIC and this Global Business Innovation Programme will strengthen collaborations between UK SMEs and the wider Canadian alternative protein ecosystem to support a competitive industry sector.

Benefits:

- Explore Canadian partnership opportunities focused on alternative proteins, with a focus on plant-based proteins.
- Develop a better understanding of the challenges and opportunities of doing business in Canada.
- Find collaborators and partners and develop your network in the UK and globally.
- Improve your company value proposition to international partners and investors.

KEY DATES:

Programme briefing:
14 November 2023

Applications close:
5 January 2024

Pre-visit workshop:
6 - 7 March 2024

Market visit:
13 - 20 April 2024

Post-visit workshop:
23 May 2024

WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation & Growth Specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are:-

- **Getting ready for the market:** Pre-activity briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition. (two day workshop)
- **Market activities:** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking. (six days of market related activity)
- **Exploiting the opportunity:** Each business is supported by an Innovate UK EDGE Innovation & Growth Specialist to help maximise the potential of being part of the programme and beyond.

INNOVATION ACTIVITIES - EXAMPLE (subject to change):

Date	Activity	Date	Activity
6 - 7 March 2024	Pre-visit GBIP Workshop	23 May 2024	Post-visit GBIP Workshop
13 - 20 April 2024	Market visit to Canada including site visits and meetings	March - September 2024	Work with an Innovate UK EDGE Innovation & Growth Specialist

TO APPLY FOR THIS PROGRAMME, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise

Be a company with fewer than 500 employees

Be able to attend and complete all activities

WHAT IS THE COST?

Innovate UK will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £500 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

HOW TO APPLY:

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK EDGE website and received no later than **5pm on 5th January 2024**. To support potential applicants, a **briefing** will take place between **3pm - 4pm on 14th November 2023**.

Please note: successful applicants will be expected to fully comply with any conditions of travel to Canada. The safety of our delegation is a priority.

Innovate UK recognises that the innovation sector is not as diverse as the UK demographic and is committed to improving the diversity of who we support. As such, we welcome applications from those under-represented across the agri-food sector.

ADDITIONAL INFORMATION & ASSISTANCE

To complete the online application form or to register for the [briefing event](#), please visit the [Innovate UK EDGE website](#) For more information, assistance with your application or to discuss accessibility needs, please contact the global team at global1@innovateukedge.ukri.org.