

CRdC Produzioni Agroalimentari - ProdAI

MISSION

The Mission of **ProdAI** is to promote the technology transfer, transforming the experimental results of the applied research into usable innovation.

(max 1300 caratteri compresi gli spazi)

GOALS

- To contribute to the development of regional strategies on innovation and competitiveness
- To promote the dialogue between research institutions and productive enterprises
- To act on the diffusion and valorisation of the innovation culture
- To promote the creation of international research networks to encourage and sustain the diffusion of innovation.

ACTIVITIES

The activities of **ProdAI** are organised in the following Strategic Business Units (SBU):

SBU 1 – Applied research and innovation

SBU 2 – Technical consulting

SBU 3 – Strategic and marketing consulting

SBU 4 – Training.

ProdAI is a highly original institution. In fact, it is the first experience in Italy acting as a link between public research institutions in the agri-food field, and a unique big laboratory for research and development in the service of enterprises.

ProdAI is an innovation engine thanks to its significant competences, complex instrumentation, available pilot plants, and the continuous market evolution analysis.

STRUCTURE

ProdAI acts by integrating the multidisciplinary competences of its human resources to support the agri-food enterprises through the whole productive chain.

The organisation model is able:

- to overcome the fragmentation of the research groups acting in the agri-food field in Campania, showing the effectiveness of synergic and of multidisciplinary teams
- to highlight the applicative potential of research carried out by research institutions
- to build a stable network of competences acting by an effective system integration
- to make the research results available for the productive chains to increase the quality and the added value of the products
- to answer to the explicitly and implicitly demand of transferable research of the industrial system
- to make a new institution consistent and able to manage wide innovative actions in the agri-food field
- to educate professionals for the innovation management of the enterprises in different fields of the agri-food productive chain.

SERVICES

The offer is organised in the following activities:

SBU 1 – Applied research and innovation

- Enhancement of vegetal raw materials
- Enhancement of animal raw materials
- Process innovation
- Product innovation
- Trademarks and patents
- Recovery of waste materials
- Food packaging
- Fingerprinting of typical and regional products

SBU 2 – Technical consulting

- Traceability and trackability
- Labeling: exploitation of food products by means of correct labelling
- Certification: ISO22000:2005 and HACCP
- Support on plants and processes
- Laboratory testing
- Packaging testing

SBU 3 – Strategic and marketing consulting

- Technological auditing
- Technology forecasts
- Exploring technology
- Innovation programs

SBU 4 – Training

- Training for young graduates and PhDs
- Training for public administration staff
- Training for private companies staff.

Contact

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Consiglio Nazionale delle Ricerche

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