



Developing New Food Products

How to use consumer insights and protect your ideas

Location: L106, Sólás Building

Date: Monday, March 14th

Agenda

| Time | Items | Speaker |
|----------------------|--|---|
| 09.45 | Registration | |
| 10.00 | Introduction to the TRADEIT Network | Mr. Michael Gleeson, TRADEIT – Irish Hub |
| 10.20 | Overview of the new product development process | Mr. Eddie O'Neill, Teagasc, Moorepark |
| 11.00 | Tea/Coffee & Networking | |
| 11.20 | Hot Consumer Trends in New Product Development | Dr. Mary McCarthy, UCC |
| 12.00 | Case Study – Harty's Foods, listening and responding to your customers | Melanie Harty Harty's Foods |
| 12.30 | Tips and Strategies for Gathering Consumer Insights | Mr. Maurice O'Brien, IT Tralee |
| 13.00 | Lunch & Networking | |
| 14.00 | Introduction to IPR for Traditional Food Producers | Dr. Helena McMahon TRADEIT Manager |
| 14.30 | Intellectual Property Rights for SME's - how to protect your food ideas | Ms. Mary Flynn, Patents Office |
| 15.10 | IPR Case Study – Bia Ganbreise | Mr. Jonathan Dawson Production Manager, Bia Ganbreise |
| 15.40 | Summary and discussion of future NPD & IPR needs of Traditional Food Producers | All |
| 15.10 - 16.00 | Parallel IPR 1-2-1 sessions with Ms. Mary Flynn from the Patents Office | Please book a 10 minute session in advance |