



Assessorato all'Università e Ricerca Scientifica,
Innovazione Tecnologica e Nuova Economia,
Sistemi Informativi e Statistica



INTERNAZIONALIZZAZIONE DEI Centri Regionali di Competenza



ProdAI – Produzioni Agroalimentari

The ProdAI approach is to satisfy the - constantly monitored - needs expressed by the agri-food industrial chain.

The principal outputs

The offer is organised in the following Strategic Business Units (SBU):

SBU 1 – Applied research and innovation:

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

SBU 2 – Technical consulting:

- Traceability and trackability
- Labelling: exploitation of food products by means of correct labelling
- Certification: ISO 22000:2005 and HACCP
- Support on plants and processes
- Laboratory testing
- Packaging testing

SBU 3 – Strategic consulting and marketing:

- Technology auditing
- Technology foresight
- Technology scouting
- Innovation programs

SBU 4 – Training:

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

Structure

ProdAI draws on the contributions of research groups operating within the organisations of all its member-institutions: University of Salerno, University of Naples "Federico II", Second University of Naples, University of Naples "Parthenope", University of Sannio, Italian National Research Council and the Experimental Station for Food Preservation Industry – Angri.

ProdAI operates by integrating the multidisciplinary capabilities of human resources to support the agri-food enterprises through the industrial chain.

The organisation model is able:

1. 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
2. to highlight the applicative potential of research carried out by research institutions
3. to build a stable network of competences acting by an effective system integration
4. to make the research results available for the productive chains to increase the quality and the added value of the products
5. to answer to the explicitly and implicitly demand of transferable research of the industrial system
6. to make a new institution consistent and able to manage wide innovative actions in the agri-food field
7. to educate professionals for the innovation management of the enterprises in different fields of the agri-food productive chain.

Potential Market

The potential market for the research and consulting activities of ProdAI consists of:

- national and international agri-food companies;
- research institutes;
- Public Administration.

In terms of training activities, the potential market consists of:

- the staff of national and international agri-food companies;
- direct and indirect employees of the Public Administration;
- young graduates.

Commissioning Bodies/Clients

Company One AG, Switzerland; Comune di Serino; Consorzio Promos Ricerche; Dupi Italia Srl; Golden Nuts Srl; ISPAAM; La Torraca Srl; Medac Srl; Micromeccanica Srl; Nutrizoo Sas di Vincenzo Di Rocco; Primoljo Scarl; Saiaqsi Srl; Società Agricola EuroPark Srl; Società Terranera Srl; Consorzio Technapoli; Università degli Studi del Piemonte Orientale "Amedeo Avogadro"; Università degli Studi di Salerno; Gruppo Urbani tartufi.

Technological contacts

ProdAI - Centro Regionale di Competenza Produzioni Agroalimentari

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