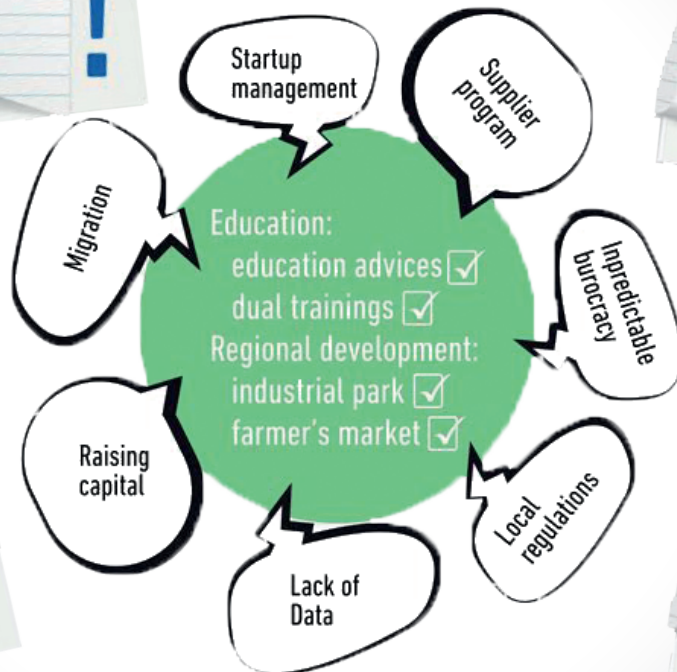**STRING**
Interreg Europe

Northern Great Plain (Hungary)

National expectations:
1. Most effective use of EU's funds and grants
2. How can authorities and institutions be supportive?

Local expectations:
1. Main industries
1.1 Current state analisys
1.2 Subventions
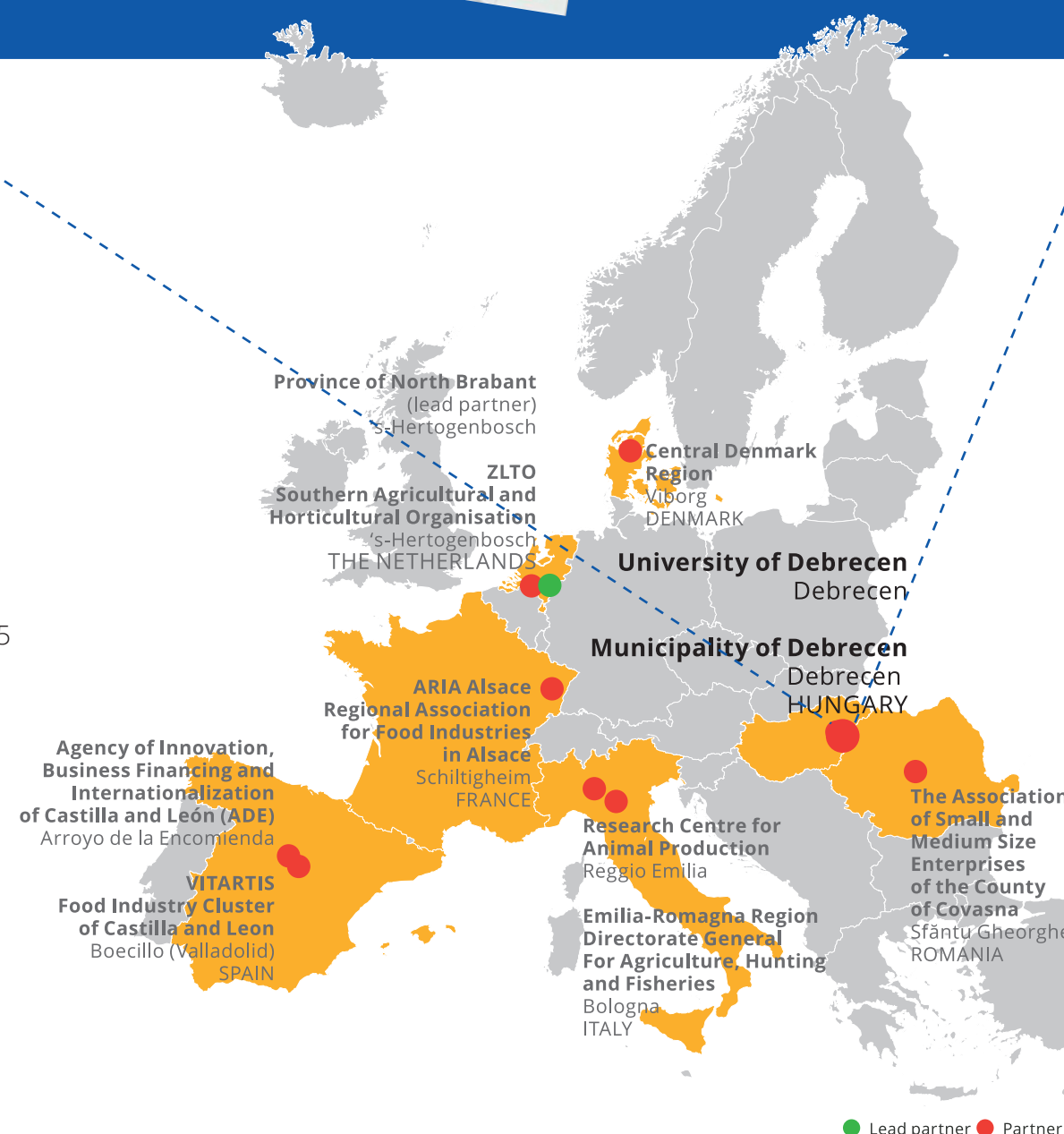1.3 Local business tax
1.4 Employment

Startup management

Supplier program

Migration

Education:
education advices ☑
dual trainings ☑
Regional development:
industrial park ☑
farmer's market ☑

Unpredictable bureaucracy

EDC Debrecen as municipality's firm:
1. Urban Development
2. Business Development
3. Economic Development

Raising capital

Lack of Data

Local regulations

SME+MNCs:
1.1 Problem, needs
1.1 Problem analisys
1.2 Financial needs
1.3 Local interest groups
1.4 Harmonizing educations with labour market demand

KEY FIGURES AGRIFOOD REGION

- The GDP by the Hungarian national economy is €11,145.9 per capital. The share of Hungarian agriculture was 3.5% of the total GDP. GDP per person employed is 18.9 thousand euros in agriculture, 14.8 thousand euros per person in food production, and 26 thousand euros per person at national level.
- At regional level, there are 6303 enterprises in agriculture.
- There are 203.2 thousand employees in agriculture, and 140.3 thousand in food production, while 4210.5 thousand people work in total in the country.
- The production volume turnover of agriculture is € 2489.8 million, the production of food is € 9133.6.
- In the Northern Great Plain food production turnover is € 2.67 billion, produced by 10000 food industry workers, which is 1.7% of total regional employment.
- Main agricultural production: sweet corn, poultry and appel.

Province of North Brabant
(lead partner)
's-Hertogenbosch

ZLTO
Southern Agricultural and
Horticultural Organisation
's-Hertogenbosch
THE NETHERLANDS

Central Denmark Region
Viborg
DENMARK

University of Debrecen
Debrecen

Municipality of Debrecen
Debrecen
HUNGARY

ARIA Alsace
Regional Association
for Food Industries
in Alsace
Schiltigheim
FRANCE

Agency of Innovation,
Business Financing and
Internationalization
of Castilla and León (ADE)
Arroyo de la Encomienda

VITARTIS
Food Industry Cluster
of Castilla and Leon
Boecillo (Valladolid)
SPAIN

Research Centre for
Animal Production
Reggio Emilia

Emilia-Romagna Region
Directorate General
For Agriculture, Hunting
and Fisheries
Bologna
ITALY

The Association
of Small and
Medium Size
Enterprises
of the County
of Covasna
Sfântu Gheorghe
ROMANIA

● Lead partner ● Partner

THE INNOVATION ECOSYSTEM

- The innovation system of the region is built on four pillars.
- There is the agri-food higher education-research institute as a part of the **University of Debrecen** with its prestigious history which is the biggest higher education institute in the Northern Great Plain Region. Due to the many disciplines at the University, the agricultural and food industrial sector can closely cooperate with the life scientific research network which covers the fields of clinical examinations, pharmaceutics, and dietetics.
- **Pharmapolis Innovative Food Cluster** operates connected to this sector which has 80 member companies and it is an accredited innovation cluster. It is the most significant platfor of research intutute-company cooperations in this sector.
- The third pillar consists of the representatives of the public sector who form the regional and local conditions. An outstanding example is Debrecen City which aims to support innovation as a highlighted aim. It is a central element in the **Főnix plan of Debrecen City** and the main field of the infrastructural and human resource development is the food sector. The main reason for that is that Debrecen city had a significant food sector in the past which descreased in the 90s tremendously.
- The fourth pillar of the system is the **Food Industrial round table** and its demand-driven consumer oriented: **Enterprise Europe Network.**
- **Agro World Agricultural** product marketing and service provider Cooperative
- **Alföldi Sertés** (Pork of Great Plain) marketing and purchasing Cooperative
- **ÉSZAK-ALFÖLDI** Fruit and Vegetable producer marketing Cooperative
- **CIBAKERT TÉSZ** Vegetable producer marketing Cooperative

⚓ Policy instrument - TOP

TOP allocates a budget frame to regional actors such as counties and cities with county rights and provides them with a planning framework to prepare their Integrated Territorial Programmes (ITP). Priority 6 "Sustainable urban development" within TOP is dedicated to cities acting as regional centres, such as Debrecen, which has a budget of 144 million euro.

The Debrecen ITP is tailored to regional characteristics and structured into 7 ERDF and 2 ESF measures, including a preliminary list of projects for each measure. ERDF Measure No. 1 represents the highest share (30%) and provides space for initiatives related to innovation, incubation and cluster development for sectors prioritized in county level RIS3. Under the topic of innovation, The Debrecen Innovation Centre project is the sole project initiative. It aims to improve innovation capacities in the region with a focus on food industry.

As such it is a real flagship serving not only the city but also the whole region. Furthermore, two additional ESF projects also contribute to the operation of innovative chains and the Innovation centre.

Yet, the budget allocation structure does not reflect the high ambitions of the city to become a real R+D+I centre in priority fields such as food production. Also breakthrough solutions to ensure efficient use of funding are needed. Finally, additional, smaller scale projects should also be funded supporting the flagship project, promoting investment in infrastructure and services.

⚓ Engines for Change!

STRING topic	Learning needs	Good practices
1. Food industry innovation ecosystem frames (open labs, technopoles etc.)	Better management skills	Derecske Orchard is operated by Bold Agro Ltd. as a family farmland for over 25 years, applying Responsible Gardening methods for years to produce fruit and vegetables.
2. Cross-sectoral cooperation able to favour cross fertilisation especially with High Tech and Health Sectors	Lack of competences	The Pharmaplis Innovative Food Cluster operates the so-called 'I-Bolt' store. The aim of 'I-Bolt' is to develop and sell new products (bread, special cheese, pizza with sorghum, traditional ice creams, purple corn, frozen wine, LactoMicroSel® new form of selenium, etc.), which are developed in cooperation with the university and SMEs. In order to sell these new products, they created a shop and participate in exhibitions to meet consumers. Innovative Generation Training (IGEN)-program for supporting the new startups and small business creation
3. Promote added value by linking innovation and production to real consumer needs by improving the commercialisation of R+D outputs and stimulate a demand driven instead of supply driven production	Lack of competences	
4.Integration of SMEs in clusters and intercluster cooperation between the participating food regions	Lack of resources	Food industry roundtable-discussion.

Research & Innovation

€ 1.72 M ERDF

Jan 2017 Jun 2021

European Union
European Regional
Development Fund