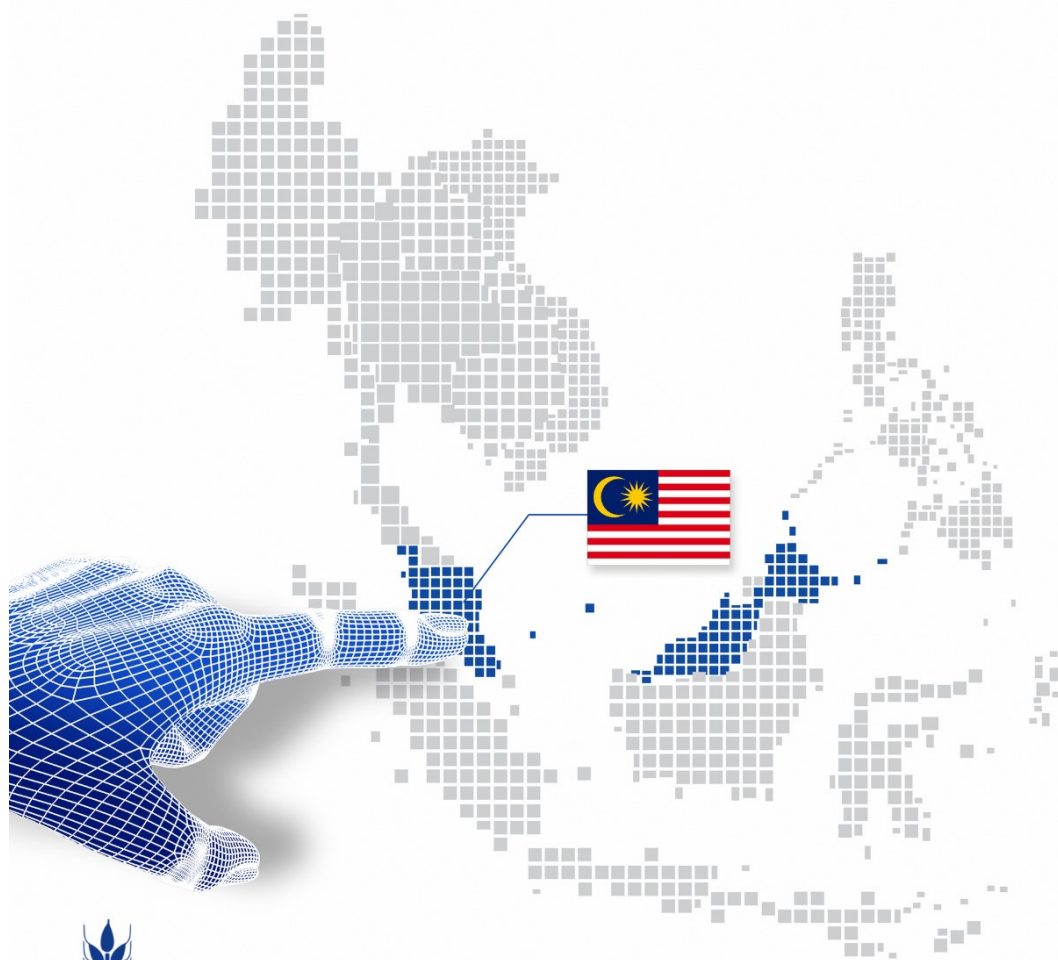


WP 6.5

FOODI FINAL CONFERENCE

FOODI INTERNATIONAL CONFERENCE 2022



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1 Contents

1	INTRODUCTION	6
2	CONFERENCE MANAGEMENT	7
2.1	Conference Objectives	7
2.2	Conference Themes and Paper Tracks	7
2.2.1	Food Safety and Sustainability	7
2.2.2	Food Entrepreneurship.....	7
2.2.3	Food Technology and Innovation	8
2.2.4	Food Science	8
2.2.5	Human-Food Interaction	8
2.3	Conference Organizing Committee	8
2.4	Student Volunteers	9
3	CONFERENCE AGENDA	11
3.1	Opening Ceremony.....	11
3.2	The Closing Ceremony	13
3.3	Plenary Sessions	14
3.3.1	Plenary 1	14
3.3.2	Plenary 2	16
3.4	Parallel Sessions	17
3.5	Workshops	19
3.6	Dinner	21

List of Figures

Figure 1	Some of the organizing team members	9
Figure 2	Some of the students' volunteers	10



Figure 3 The VVIP during the opening ceremony	11
Figure 4 The Deputy Secretary General, Ministry of Science, Technology and Innovation of Malaysia.....	12
Figure 5 Attendees of the opening ceremony	12
Figure 6 Ts. Dr. Azman visited the booths after the opening ceremony.	13
Figure 7 The Secretary General of the Ministry of Entrepreneurs and Cooperatives Development Malaysia is giving her speech and visited the booths	14
Figure 8 Speakers for Plenary Session 1	15
Figure 9 Prof. Monahan from UCD, Ireland and Mr Khairul Mat Hassan, from Farm Fresh Malaysia.....	16
Figure 10 The panelists with EU representative, Mr. Timo Goosman and some Foodi partners	16
Figure 11 The Poster for the Plenary Session 2.....	17
Figure 12 Group photo in one of the parallel sessions.	18
Figure 13 Discussion among the peers on the presentation.....	18
Figure 14 FIC 2022 Conference Proceedings.....	19
Figure 15 Promotional poster for the two workshops.....	20
Figure 16 Dr Redza is sharing his knowledge on pharmaceutical innovation.....	20
Figure 17 Group photo for Workshop on Halal Compliance.....	21
Figure 18 Conference participants at the dinner	22
Figure 19 Five local businesses in food industry that sealed LOIs with UTM.....	23

Executive Summary

The Foodi International Conference is an event that focuses on food innovation and technology, bringing together experts from industry, academia, and government to share their knowledge and insights on the latest developments in the food industry. The conference covers a wide range of topics, including food safety, nutrition, sustainability, packaging, and food processing, among others.

The conference provides a platform for participants to present their research and findings, and to engage in discussions and debates with other experts in the field. Participants also have the opportunity to network with other players in the food industry, to learn about new technologies and innovations, and to identify potential business opportunities.

The Foodi International Conference is a valuable event for anyone interested in the food industry, including researchers, academics, industry players, policymakers, and entrepreneurs. The conference provides a forum for the exchange of ideas and knowledge, and for collaboration and cooperation among different stakeholders in the food industry. Overall, the Foodi International Conference plays an important role in promoting innovation, sustainability, and growth in the food industry.

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1 Introduction

Final conference is the last dissemination activities for the project. It was organised concurrently with the Final Project Meeting. The conference has gathered all stakeholders of the project, including partners universities, students, researchers, SMEs and government officials.

Specific objectives are to:

- involve relevant regional key-note speakers from academic and related business sectors;
- ensure understanding and transfer of know-how;
- offer a "showroom" of project outputs;
- encourage discussion and sharing of perspectives and experiences;
- boost further networking activities, based on these results, in order to guarantee for sustainable use of the project outputs;
- links to related initiatives at local, regional, national and international wide level;

Attending stakeholders included representatives from other HEIs with relevant department/faculties, education professionals and academic staff, students, researchers, food industry businesses, experts, associations or networks of HEIs, research institutes and professional training providers and government officials.

In this report, conference management, its process and impact are explained.

2 Conference Management

This section outlines conference objectives, the committees involved and other logistic information to materialize the conference.

2.1 Conference Objectives

- Sharing and disseminating the latest research results in the field of food processing, innovation and business
- Strengthen the network and collaboration between AHIBS, SKKT and industry partners as well international community in the transdisciplinary field of food processing, innovation and business.
- Introducing the MSc FOODI program to industry friends, students and community of interest.

2.2 Conference Themes and Paper Tracks

Themed "Breaking Boundaries, Transcending Trajectories", the conference served as a valuable field for experts and specialists around the world to attend to the practical and theoretical issues, disseminate knowledge, share experiences, and novel ideas, and discuss the latest research within the field of Food science, innovation, technology, and sustainability.

The conference focused on five main themes: Food Safety and Sustainability, Food Entrepreneurship, Food Technology, and Innovation, Human-Food Interaction, and Food Science.

2.2.1 Food Safety and Sustainability

- Food Traceability
- Food Safety, Regulations and Standards
- Functional Food and Ingredients
- Food Quality and Shelf-Life
- Food Supply Chain & Distribution Systems
- Effective Waste Management in Food Processing Industry
- Sustainable Food Production

2.2.2 Food Entrepreneurship

- Food Marketing and Hospitality
- Food Tourism and Culture
- Sensory and Consumer Behavior
- Urban Food Entrepreneurship

- Food and Social Entrepreneurship
- Food Entrepreneurship Education

2.2.3 Food Technology and Innovation

- Halal Food Production
- Food Packaging and Handling Materials
- Innovative Food Packaging
- Digital Acceleration in Food Industries
- Green Technology for Food Industry
- Emerging Modern Processing and Preservation Technologies

2.2.4 Food Science

- Food Fermentation and Microbiology
- Food Gastronomy
- Food Engineering, Processing and Technology
- Food Toxicology
- Malnutrition
- Clinical Nutrition
- Food Safety Analysis

2.2.5 Human-Food Interaction

- Public Health and Diet
- Social Challenges in Nutrition and Health
- Multisensory Human-Food Interaction
- Healthy Eating, Food Experiences, and Wellbeing
- Alternative Food Cultures

2.3 Conference Scientific Committee

The Scientific Committee of the conference consists of all steering committee members of Foodi Consortium. The committee is headed by Rosmini Omar, the project co-ordinator.

2.3 Conference Organizing Committee

The organizing committee team of the conference was led by Haliyana Khalid, the dissemination lead of Foodi Consortium. The team consists of academic staff in Azman Hashim International Business School and Faculty of Chemical Engineering and Energy, UTM. The office of

Corporate Affairs of UTM also was also part of the organizing team to assist with the communication and to ensure protocol and procedures were observed.



Figure 1 Some of the organizing team members

2.4 Student Volunteers

Students' volunteers were selected among the postgraduate students in Azman Hashim International Business School. In total we have 12 students' volunteers who have helped in supporting the conference management.



Figure 2 Some of the students' volunteers

2.5 Conference Location

The conference was held at the Universiti Teknologi Malaysia, Kuala Lumpur campus. It is situated at the heart of the capital city of Malaysia.

3 Conference Agenda

The 3 day conference was packed with activities such as plenary session, paper presentation and workshop.

3.1 Opening Ceremony

The opening ceremony of the conference was officiated by the Deputy Secretary General of the Ministry of Science, Technology and Innovation, Datuk Ts. Dr. Azman Hassan. The ceremony was also attended by Mr. Timo Goosmann, Minister Counsellor, Head of Political Affairs, Press and Information, the Vice Chancellor of Universiti Teknologi Malaysia, Datuk Ahmad Fauzi Ismail, UTM top management and government officers from the Ministry of Agriculture and Food Security.



Figure 3 The VVIP during the opening ceremony

In his officiating remarks, Ts. Dr. Azman Hassan applaud congratulate UTM and its FOODI partners, both from Europe and Asean, for organising this event and the establishment of the MSc FOODI program. The transdisciplinary Master programme is a noble effort to ensure continuous improvement of food processing, technology and innovation. The ministry also foresee that this programme will produce global talents who are creative, resilient, and entrepreneurial and contribute to the sustainability of food industry.



Figure 4 The Deputy Secretary General, Ministry of Science, Technology and Innovation of Malaysia



Figure 5 Attendees of the opening ceremony



Figure 6 Ts. Dr. Azman visited the booths after the opening ceremony.

3.2 The Closing Ceremony

The closing ceremony of the conference was officiated by the Secretary General, Ministry of Entrepreneurs and Cooperatives Development Malaysia, Dato' Suriani Ahmad on the 9th November 2022. The Ministry which acts as a hub centre for entrepreneurs, plays a major role in ensuring all government initiatives toward entrepreneurship are accomplished. The specific objective and vision are to assist the nation's entrepreneurial development strategy by establishing an ecosystem that is inclusive, sustainable, and knowledge- and innovation-driven. For food entrepreneurship to be sustainable, it requires continuous improvement and innovation. Thus, she applaud the transdisciplinary programme like MSc Foodi which can help spur the creativity and innovation that will benefit the fields of food science, innovation, entrepreneurship, and sustainability, all of which align with key themes in RMK-12 and advance sustainability and green growth.



Figure 7 The Secretary General of the Ministry of Entrepreneurs and Cooperatives Development Malaysia is giving her speech and visited the booths

3.3 Plenary Sessions

Plenary sessions of FIC 2022 featured panel discussions on specific topics related to the theme of the conference. It was designed to provide a shared experience for all participants, allowing them to hear from experts in the field and to engage in discussions and debates about key issues and challenges facing the food industry. Plenary sessions in the FIC 2022 are considered the highlight of a conference, as they provide an opportunity to hear from prominent leaders and innovators, and to gain new insights and perspectives on the latest developments in the field

In the FIC, we have two plenary sessions:

3.3.1 Plenary 1

The theme for Plenary Session 1 is on Creating Integrated Values for Global Food Sustainability and Food Security. The session was held after the opening ceremony, on the 7th November 2022. The session was moderated by the FOODI Project Coordinator, Rosmini Omar.



Breaking Boundaries Transcending Trajectories

Plenary Session : 7th November 2022

Creating Integrated Values for Global Food Sustainability and Food Security



The graphic features a vertical maroon bar on the left with the word 'Moderator' written vertically. Below it, another vertical maroon bar contains the word 'Panelists' written vertically. To the right of these bars are circular headshots of the speakers. The moderator is Assoc. Prof. Dr. Rosmini Omar. The panelists are Prof. Frank Monahan, Datin Paduka Fatimah Mohamed Arsyad, and Mr. Mohd Khairul Mat Hassan. The background includes decorative wavy lines in shades of purple and blue.

Moderator

Assoc. Prof. Dr. Rosmini Omar
Azman Hashim International Business School, UTM

Panelists

Prof. Frank Monahan
University College Dublin, Ireland

Datin Paduka Fatimah Mohamed Arsyad
Amal Putra, Universiti Putra Malaysia

Mr. Mohd Khairul Mat Hassan
*Group Chief Financial Officer
Farm Fresh Sdn Bhd*

Figure 8 Speakers for Plenary Session 1

The panelist consist of Prof. Frank Monahan from University College Dublin, Ireland, Fatimah Mohamad Arsyad, a professor in Food Sustainability from Universiti Putra Malaysia and Mohd Khairul Mat Hassan, Chief Financial Officer from Farm Fresh Sdn Bhd.



Figure 9 Prof. Monahan from UCD, Ireland and Mr Khairul Mat Hassan, from Farm Fresh Malaysia

The discussion focused on the problem of sustainable food production and the function of each player in the food business ecosystem. Prof. Monahan while presented the most recent studies on food sustainability. Mr. Khairul described the steps Farm Fresh takes to manufacture high-quality goods while ensuring sustainability and sustaining quality.



Figure 10 The panelists with EU representative, Mr. Timo Goosman and some Foodi partners

3.3.2 Plenary 2

The Plenary Session 2 was held on 9th November 2022, after the closing ceremony. It was attended by all participants of the conference including students and academic, people from the industry and community. The theme of discussion for this plenary session is on The Future of Food and Agriculture: Setting the Pathways for Innovation.



The poster for the Plenary Session 2 features the following information:

- UTM** logo and **FOODI International Conference 2022** (7-9 November 2022) logo.
- Co-located by the **European Programme of the European Union**.
- Theme: **Plenary Session : 9th November 2022**
The Future of Food and Agriculture: Setting the Pathways for Innovation
- Slogan: *Breaking Boundaries Transcending Trajectories*
- Moderator:** Prof. Dr. Fauziah Sheikh Ahmad, Azman Hashim International Business School, UTM.
- Panelists:**
 - Prof. Anil Kumar, Asean Institute of Technology, Thailand.
 - Prof. Ida Idayu Mohammed, Faculty of Chemical, Energy and Engineering, UTM.
 - Datin Ar. Kaniza Shafie, Co-Founder, Kebun Kota.

Figure 11 The Poster for the Plenary Session 2

Prof. Anil Kumar from AIT and Prof. Dr. Ida Idayu from UTM, two eminent experts in food processing and innovation, have been invited to the session. They each presented the results of their most recent studies on agriculture and food. Ar. Kaniza Shafie, owner of Kebun Kota, a business founded in 2012 with a focus on agriculture innovation and the preservation of the water-energy nexus, was the industry speaker for this session. She passionately described how she founded Kebun Kota to assist the intersection of aquaponics and building an enduring circular economy for food production. The startup works with local residents, universities, government organisations, and foreign professionals.

3.4 Parallel Sessions

The parallel sessions of the conference were held on the first and second day of the conference. There are 30 extended abstracts accepted for presentation at the conference, which were divided into 5 tracks; food science, food safety and sustainability, food entrepreneurship, food technology and innovation and human food interaction. Presenters were from local universities, international Foodi partners and also local industries.



Figure 12 Group photo in one of the parallel sessions.

The parallel sessions allow participants to delve deeper into specific topics and to interact more closely with other participants who share similar interests and perspectives. The parallel sessions were managed by FIC 2022 students' volunteers and AHIBS staff.



Figure 13 Discussion among the peers on the presentation

The extended abstracts were published as conference proceedings, with an ISBN number. This is one of the conference's output for dissemination and publication.



Figure 14 FIC 2022 Conference Proceedings

3.5 Workshops

During the FIC 2022, we have organized two workshops that revolve around the food industry. The first workshop conducted by Dr. Iskandar Illyas, an expert in halal management. Dr. Iskandar has a spin-off company at UTM, called Hollistic Lab, which provides training in halal management to entrepreneurs and players in the food industry.

Another workshop was on food processing, innovation and business, conducted by Dr. Redza Abdul Rahman. The workshop which attracted many entrepreneurs offered business solutions in pharmaceutical industry. Redza shared his experience in formulating his products as well as the marketing strategy.



Figure 15 Promotional poster for the two workshops.



Figure 16 Dr Redza is sharing his knowledge on pharmaceutical innovation.

Figure 16 : Dr Redza is sharing his knowledge on pharmaceutical innovation.



Figure 17 Group photo for Workshop on Halal Compliance

3.6 Dinner

The purpose of conference dinner is to provide participants especially the international delegates with a deeper understanding and appreciation of the culture and cuisine being featured, and to foster cross-cultural exchange and understanding. It also provide opportunities for networking and socializing among participants, and for building relationships and partnerships.



Figure 18 Conference participants at the dinner

The dinner also saw 5 LOIs signed with 5 companies that will assist in the Foodi internship.



Figure 19 Five local businesses in food industry that sealed LOIs with UTM

4 Final Project Meeting

The final project meeting was convened to bring together all the members involved in the Foodi Project to review the progress made during the course of the project, finalize the remaining work packages, and strategize the preparation of the comprehensive final report. This meeting aimed to ensure that all project deliverables were on track and that the team was well-prepared to present the project's outcomes and achievements.

The team discussed the pending work packages and their respective timelines. Each work package was carefully evaluated to ensure that all necessary tasks and objectives were adequately addressed. The meeting focused on allocating responsibilities and resources efficiently to complete the pending work on schedule.

The meeting included a detailed discussion on the structure and content of the final report. The team identified the key sections, contributors for each section, and the timeline for drafting and reviewing the report. Special attention was given to ensuring the report's clarity, readability, and adherence to the project's objectives and outcomes.



Figure 20 Final Meeting



Figure 21 Working together to complete the workpackages

By finalizing the work packages, aligning the team's efforts, and strategizing the preparation of the final report, the meeting set the stage for a comprehensive and impactful conclusion to the project.



Figure 22 Group Photo

5 Visit to Putrajaya

As part of the efforts to foster cultural exchange and gain deeper insights into the rich cultural heritage of Malaysia, the members of the FOODI Project embarked on a visit to Putrajaya, the federal administrative capital of Malaysia. Putrajaya is the federal administrative center of Malaysia, and a visit to this city can provide many benefits and opportunities for learning and networking.

Putrajaya is a city that was designed with a strong emphasis on aesthetics, and features many beautiful parks, bridges, and buildings. A visit to this city can provide a unique and immersive cultural experience, allowing visitors to learn about Malaysia's history and culture through its architecture and urban planning.



Figure 23 Foodi members to Putrajaya

6 Impact of the Conference

6.1 Promotion and Visibility

Foodi International Conference 2022 offered opportunity for MSc Foodi students and researchers to share research findings at conferences, which can help to promote their work and increase the visibility of the program. This can help to attract potential students, as well as partners and collaborators in the industry. The platform also can be beneficial for the students future career prospects.

Foodi International Conference 2022 attract a diverse range of attendees from different backgrounds and industries. This can provide MSc Foodi students with opportunities to network with potential employers or collaborators, which can help to increase the visibility and promotion of the program. From the conference, some students received offers from SMEs to do their MIDAS project.

The conference has received media coverage, which can help to further promote the MSc Foodi program to a wider audience. This can help to raise awareness of the program and the work being done by its academic, Foodi partners and students.



Figure 24 Ts. Dr. Azman was interviewed by one of Malaysia TV channel.

Overall, attending conferences like Foodi International can have a positive impact on the visibility and promotion of MSc Foodi programs, providing opportunities to showcase research, establish expertise, network with potential partners and employers, and receive media coverage.

6.2 Collaboration with Industry

The conference provides an excellent platform for industry players, academics, and researchers to meet and exchange ideas, insights, and best practices. This can lead to the formation of collaborations and partnerships, where industry players can work with academic and research institutions to explore new technologies and innovations in the food industry.

Secondly, conferences like Foodi International can serve as a catalyst for knowledge-sharing and dissemination, which can have a positive impact on the food industry. Industry players can learn about the latest trends and developments in the food industry, which can help them stay ahead of the competition and adapt to changing consumer preferences.

Overall, conferences like Foodi International can be a valuable tool for industry collaboration, knowledge-sharing, and innovation, all of which can contribute to the growth and success of the food industry.

6.3 Collaboration with the Government Agencies

The FIC 2022 was attended by some government officials. Conferences like Foodi International can provide a platform for government officials to engage with industry players and other stakeholders in the food industry. This can facilitate discussions and collaborations that can help to address important issues facing the industry, such as food security, sustainability, and innovation.

6.4 Business Opportunities for Small Businesses

The conference has opened up opportunities to small businesses to raise their profile and increase their visibility in the industry. Conferences like Foodi International can provide small businesses with opportunities to showcase and sell their products or services. This can help to generate interest and buzz around the business, and can provide a platform for small businesses to demonstrate their value proposition to potential customers and partners.



Figure 25 Poster to invite entrepreneurs to open their booth at the Conference

During the conference, we have booth from food operators, skincare, bank and mobile clinic. The conference organizer has raised some income from the rental of booth.

6.5 Foodi 2.0

The conference can help to identify research priorities and areas of common interest between the EU and other regions. This can help to promote coordinated research efforts and to leverage resources more effectively.

A courtesy visit to EU Embassy was done after the conference to discuss on the potential of extending the Foodi project.



Figure 26 Delegates to EU Embassy

7 Conclusions

The Erasmus FOODI International Conference held on November 7 until 9, 2022 was a remarkable event that brought together experts, researchers, and professionals from diverse fields to discuss and explore various aspects of the food industry. Over the course of the conference, numerous insightful presentations, discussions, and networking opportunities were organized, enriching our understanding of the challenges and opportunities facing the global food sector. As the conference concluded, it was evident that the food industry faces both challenges and opportunities in the coming years. Collaboration, innovation, and a strong commitment to sustainability will be key in addressing these challenges and creating a brighter future for the global food system.

In conclusion, the Erasmus FOODI International Conference was an exceptional platform that facilitated knowledge exchange, encouraged meaningful discussions, and inspired collective action towards a more sustainable and inclusive food industry. The insights gained during this conference will undoubtedly play a significant role in shaping the future of the food sector and contributing to a healthier, more resilient, and culturally diverse global food system.

Annex I – Number and profile of participants

PARTICIPANTS

INTERNATIONAL	59
LOCAL	112
TOTAL	171

ACADEMICS	67
STUDENTS	39
SUPPORT STAFF	11
GOVERNMENT OFFICIALS	6
INDUSTRY	48
TOTAL	171

