



**Food, wellness and natural products**



# What is a competitiveness cluster?

A competitiveness cluster is a network that gathers enterprises as well as the actors of research and education, all interested in a specific topic, around a defined territory.

Its goal is to stimulate innovation and the development of the enterprises.

## Missions

- Support innovation
- Develop the growth of members
- Stimulate R&D projects

## Actors

- Enterprises of all sizes
- Research labs
- Education

## Territories

- Local
- National
- EU & international

One association



One topic



# Innov'Alliance – Plants and natural products

A network of around 350 members and a larger ecosystem, supporting the green transition and technological progress of agriculture, in the industrial sectors dedicated to the processing of plants through innovation



Food

Nutraceuticals

Cosmetics

Aromas and Perfumes



## Missions

Support and coordinate actions in a network which provides services for the ecological and technological transition of agriculture and the industrial sectors of plant transformation through innovation

## Actors

- Sector enterprises
- Solution providers
- Technical and research labs
- Training centers and education

## Territories



# An active ecosystem covering the whole value chain



## Plants and natural raw materials

## Ingredients and intermediate products

## Final products

### Actors of the sector

- Seeds and seedlings
- Vegetal agricultural productions
- Fruits and vegetables
- Big cultures
- Vine
- Plants (perfumes...)
- Flowers
- Algae

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- Ingredients for aromas, cosmetics, health
- Intermediary food product and formulated flavors
- Scented compositions

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- Food products
- Food supplements and specialized nutrition
- Cosmetics
- Perfumes

### Solution providers

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- Natural inputs
- Agricultural equipment/Precision farming/AGTech
- Crops under shelter/indoors
- New modes of production

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- Equipment suppliers / technologies
- Digitalization/Robotics
- IOT/ Decision Support Tool (DAO)
- Service and consulting firms for industries
- Chemical analysis and toxicity
- Nutritional and sensory analyses
- Packaging

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# An active ecosystem covering the whole value chain



Plants and natural raw materials

Ingredients and intermediate products

Final products

Actors of the sectors

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Gautier  
SEMENCES



Une Coopérative et des Hommes au service du Territoire  
DURANSIA



CPPARM  
comité des plantes à parfum aromatiques et médicinales



”

“

Givaudan<sup>o</sup>

BLEU PROVENCE  
DISTILLERIE

symrise

AFYREN

DISTILLERIE  
BEL AIR

microphyt

elixens  
France

fff

”

“

L'OCCITANE  
EN PROVENCE

SANOFLORE  
BIO DEPUIS 1986

ESTANDON  
VIGNERONS

HERBAROM

Pierre Fabre

YVES ROCHER



BOUQUET  
GROUPE BONDUELLE  
La nature, notre futur

Arkopharma

Laboratoires  
proNutri

LE  
DOMAINE

”

Solution providers

“

Futura Gaïa

OvinAlp

BRAD  
Soil Technology

SBM  
La culture du vivant

lyOphitech  
MAKE IT BETTER

SELVERT  
préserve les espaces naturels

Techni Process

TOURNAIRE  
Produit le meilleur, protège l'excellence

AZUVIA

”

# The cluster facilitates the links between enterprises, research and training organizations over the whole value chain



Plants and natural raw materials

Ingredients and intermediate products

Final products

Academics



UNIVERSITÉ  
CÔTE D'AZUR

Aix-Marseille  
université



INRAE



isara  
conseil

C2VN  
Centre de Recherche en  
CardioVasculaire et Nutrition

UNIVERSITÉ  
Grenoble  
Alpes



Research institutes



itab  
l'Institut de l'Agriculture  
et de l'Alimentation bioécologiques

Institut Rhodanien



cirad  
Le Centre de Recherche pour l'Agriculture, la Pêche et la Sécurité Alimentaire

iteipmai

semae  
Toutes les semences pour demain

PAUL  
INSTITUT  
BOCUSE

IFV  
INSTITUT FRANÇAIS  
DE LA VÎNE ET DU VIN

Innovation labs



ASTREDHOR  
RHÔNE-ALPES-AUVERGNE  
Ratho

IRFEL  
France  
Innovation & Recherche Fruits et Légumes  
Association Nationale des Stations d'Expérimentation Fruits et Légumes

SENURA  
RECHERCHE NUCICOLE

Grab  
Producteurs d'Innovation bio



SEFRA  
Station d'Expérimentation Fruits  
Rhône-Alpes

Invenio

Training centers

Association des Ingénieurs  
isara  
lyon

ISIPCA  
- PARIS -

Université  
Européenne  
Senteurs  
& Saveurs

LYCÉE  
PÉTRARQUE  
Avignon

isema  
INSTITUT SUPÉRIEUR D'ÉCONOMIE  
MONTPELLIER

POLYTECH  
MONTPELLIER

Lycée  
Saint  
DO

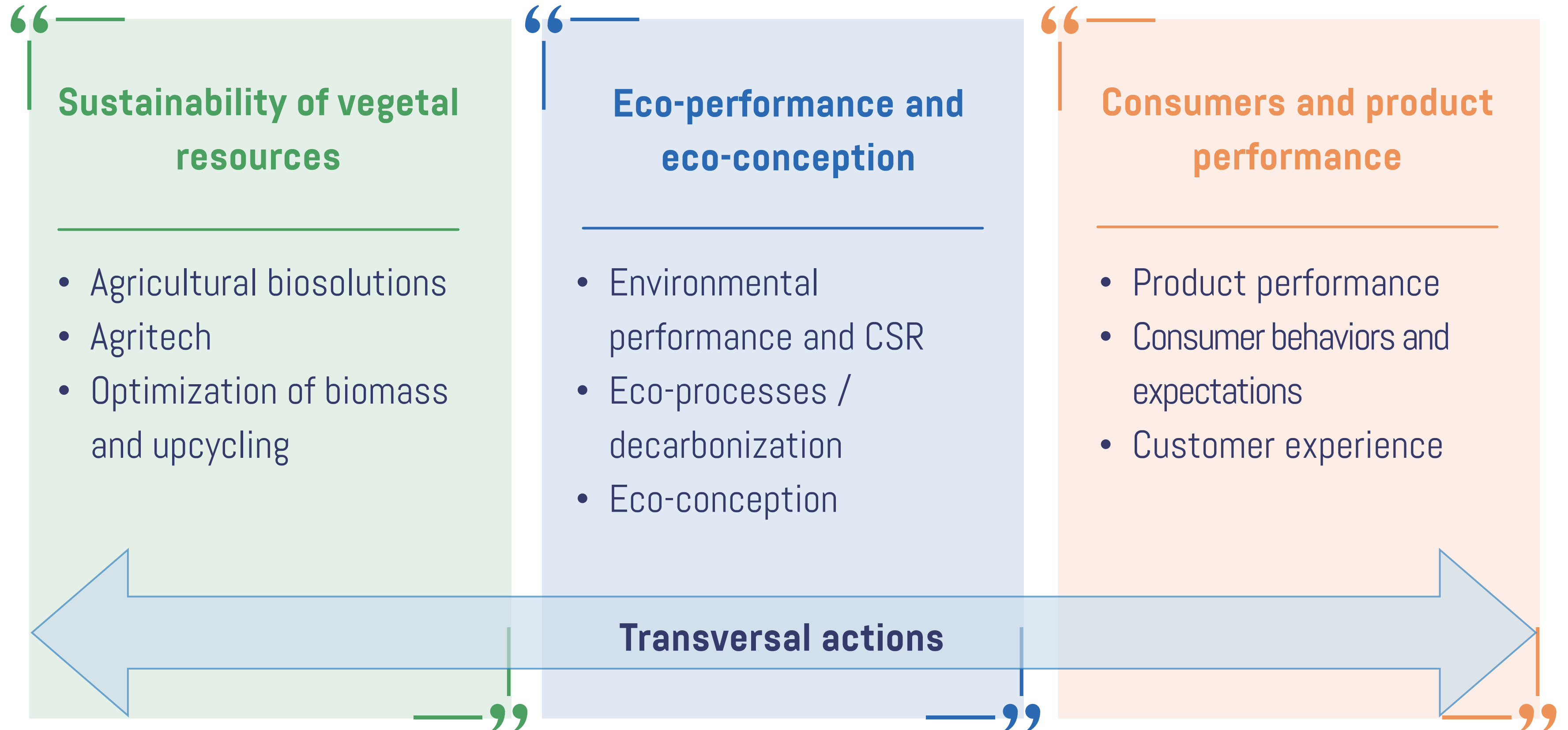
# Close links and cooperation with the lobbying organizations in each industrial sector

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# Three strategic axes guiding our activity





# Our services

## Networking



## Innovation



## Growth

- One contact point per member
- Visibility
- Events
- B2B
- Europe

- Special newsletters – funding and technical issues
- Market studies
- Consumer studies
- Special webinars
- Projects labelling
- Project emergence
- Access to EU opportunities

- Contact with experts
- CSR club
- Special newsletters – funding and technical issues

- Business intelligence
- Consumer studies
- Support to funding
- Training programme



A sensory lab supports for projects from consumer expectations to product specifications through sensory quality monitoring

## Facilities



- Tasting areas with computers
- Culinary space
- Qualitative studies
- Two large kitchens
- Large storage spaces
- Panel with over 4000 contacts

## Services



- Co-creativity workshops
- Focus groups
- Qualitative studies
- Skills mapping
- Consumer studies
- Sensory analyses
- Efficiency and use tests
- Home tests

## Le + Terra'Senso



- Reactivity
- Flexibility
- Adaptability
- Confidentiality
- Special rates for members

# Decrypt your market



Understand the target markets and challenges of plant-based products,  
discover the latest innovations in the different sectors



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## **Info'Veille**

Newletters specifically dedicated to funding opportunities, by sector and strategic axes

## **Personalized market analysis**

By sector, market, product, depending on the need of our customer, with the support of our databases

## **Sensory studies and marketing**

Thanks to Terra'Senso, our sensory lab, we support our customers in better understanding their clients, their needs and expectations

## **Tendances**

- Latest products launchings
- Markets, ingredients
- Marketing claims

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# Innov' Alliance in Europe

Partner of several EU-funded projects

- **Digitalisation** agri-food : «[HIGH FIVE](#)»
- **Biomass resilience, valorisation of side-streams** : «[B-Resilient](#)»
- **Acceleration** «[Food-ScalEU](#)»
- **Agri-food and biotech** «[Biotech4food](#)»
- **Energy efficiency in agri-food** « AENEAM: »



Cofinancé par l'Union européenne



Active member of thematic European Partnerships



[Ingredients for Circular Economy](#)



[Smart sensors 4 agri-food](#)

[Global Cosmetics Cluster](#)



[Plant Inter Cluster](#)



Close to the European institutions thanks to the permanent representations of the **South and Auvergne-Rhône-Alps regions** in **Brussels**



**La Région**  
Auvergne-Rhône-Alpes

Partner of the network "**Enterprise Europe Network**" to find relevant European partners (commercial, technological, R&D) as well national-based cluster networks



L'Europe à la portée de votre entreprise.



**AFPC**





# Interested? Get in contact!

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