



INNOVATORS4FOODTECH

**THE CHALLENGE THAT PROVES YOU IN DESIGNING A STRATEGY TO LAUNCH
A FOOD PRODUCT IN A NEW MARKET**

The University is organizing a challenge that consists in presenting a launch strategy for a new snack in an emerging market. Starting from the product's features, each team will analyze several aspects such as the target country for the product, the production and distribution processes, competitor analysis, sales methods, and the communication campaign for promotional purposes.

- Participants will have the opportunity to take on company-like roles (marketing, supply chain, research and development, etc.);
- On the final day, each group will present its project in front of a panel of experts from the agri-food and business sectors;

The initiative was born from a collaboration with Opessi Stefano srl and Prof. Carola Cappa from DeFENS (Dip. per gli Alimenti, la Nutrizione e l'Ambiente).



For more info: sil-tt@unimi.it



Friday, March 13 and 27
9.00am - 01.00pm



Rooms (Città Studi)
TBD



**2 weeks of autonomous
teamwork** to prepare a
final project work

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