



Collaborative innovation management (RECAPT)

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Professor Erik-Jan Hultink talks about innovation and collaborative interactions between food manufacturers and retailers/caterers.

About the RECAPT project

Development of novel food and drink products is a task that involves all actors in the food chain, including retailers and caterers. These actors perform an important bridging function, identifying consumer demands and linking them to food producers and food scientists who possess the technical know-how for the development of innovative food products and services filling those consumer demands. Furthermore, retailers and caterers are central to the diffusion of new food products, services or technologies to consumers.

RECAPT is a 3-year project (2011-2014) funded by the EU, designed to support a process that leads to closer collaboration in the management of innovations along the food supply chain. The overall objective is to strengthen the collaboration between food scientists, food industry and the retailing and catering sectors. This way, research findings can be used effectively in the development of innovative and sustainable products that will be accepted by consumers and thereby contribute to the global competitiveness of the European food and drink sector.

The core element of RECAPT is the Collaborative Food Innovation Forum (CFIF), a unique platform that brings together food scientists, the food industry, caterers and retailers. The CFIF discusses issues related to promising novel food technologies, consumer acceptance of new products based on novel technologies, retailer and caterer adoption of new products as well as innovation management processes in the food chain.

Prof Erik-Jan Hultink Delft University of Technology, Partner in the RECAPT project

Erik Jan Hultink (1968) is a Professor of New Product Marketing and Head of the Department of Product Innovation Management (PIM) at the Faculty of Industrial Design Engineering, Delft University of Technology, Delft, the Netherlands. His research focuses on launch and branding strategies for new products. He has published on these topics in journals such as the Journal of the Academy in Marketing Science, and the Journal of Product Innovation Management. He was ranked number three in the list of the World's Top Innovation Management Scholars, and selected as the most productive European researcher publishing in the Journal of Product Innovation Management. He was the Founder and Director of the Master in Strategic Product Design at the Delft University of Technology, a program that was recently ranked by Business Week as one of the World's Top Design Schools. He is co-founder of the Dutch chapter of the Product Development and Management Association (PDMA). He regularly consults companies on



the topic of new product marketing.

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