



PRESS RELEASE

Completion of the OLIVIA Project

After four years of research, the project "**OLIVIA: Innovative table olive products with low salt content and increased shelf life**" was completed. The project was implemented by Pelopac, the National Technical University of Athens and AgroApps, in the framework of the Innovation Investment Plans program of the Region of Central Macedonia. The project partners organized an information day at the Alexander Innovation Zone, presenting the path and results of the research.

The conference was opened by Mr. C. Constantinidis, CEO of Pelopac, who stressed that the company's participation in the OLIVIA project is the result of a special focus on creating innovative products, as Pelopac was the first company worldwide to implement the X-ray Imaging system for the sorting of pitted olives, significantly reducing the remaining pits and standardized olives and spreads on transparent trays that do not require refrigeration.

Next, Dr. M. Krokida, Professor of the School of Chemical Engineering of the National Technical University of Athens, presented the Process Design and Analysis Laboratory, citing specific examples of innovations in products developed in collaboration with companies. Mr. Ch. Tsartsaris, Project Manager from Pelopac, outlined the four-year course and noted that the next steps involve pilot production on an industrial scale and market and customer research. The environmental and economic sustainability of the research were referred to by Mrs. A. Mari from the School of Chemical Engineering of NTUA, while Dr. M. Dr. Lekakis, Head of the Agronomic Team of AgroApps, spoke about technology in the agricultural sector and tools that can support both producers and agri-food companies in the decision-making process.

The presentations were followed by a panel discussion on the collaboration between businesses and research institutions, coordinated by Mr. C. Constantinidis, CEO of Pelopac and participants: Dr. K. Tertivanidis, Head of General Directory of Rural Economy and Veterinary of the Region of Central Macedonia, Dr. M. Krokida, Professor of the School of Chemical Engineering of NTUA, Dr. E. Kalogianni, Professor of the Department of Food Science and Technology of the IHU, Mrs. I. Melikidou, R&D Manager in North Aegean Canneries S.A and Mr. A. Vezyroglou, CEO of A. Vezyroglou & Co.

During the lively discussion between the panel and participants, the crucial importance of communication between researchers and businesses was highlighted, as well as the need for businesses to have a clear focus when addressing research institutions, specifically regarding the final product and the added value they expect to create. Furthermore, specific proposals were made, including the creation of a user friendly tool, that businesses can use to stay informed and raise their concerns, and laboratories to present their activities, equipment, and capabilities in a simple way.



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Ε.Π. Περιφέρειας Κεντρικής Μακεδονίας



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



During the discussion, the speakers also referred to the actions organized by the Agri-Tech Cluster (ATE Cluster), in which both Pelopac and AgroApps actively participate. One of the main objectives of the ATE Cluster is to strengthen collaboration between businesses and research institutions. The catalyst for even closer collaboration will be the development of the Agri-food Innovation Hub, which has been established in the Alexander Innovation Zone.

Concluding the conference, the project partners emphasized that OLIVIA is proof of the effective communication and collaboration between businesses and researchers.



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