



# Strong ambassador corps for Foodbest

To secure political support to the Øresund candidacy of the European Foodbest project Øresund Food has now engaged a high profiled ambassador corps with strictly professional heavy weighters with background in the food sector. Chairman of the corps is Bent Claudi Lassen, former chairman of Danish Bacon & Meat Council (DS) and numerous other top positions. See the total list of members in this exclusive corps below.

## About KIC

KIC (Knowledge and Innovation Community) is a high-profiled initiative by EU to boost European education, innovation and entrepreneurship by combining excellence within research, education, innovation and commercial activities. Industry commitment and global outreach are of crucial importance. KIC is managed by European Institute of Innovation and Technology (EIT)

In the fall 2009, EIT launched three KIC's within Energy, Climate and ICT. It is expected that at latest in Winter 2012/2013 the EIT will announce a call for three new KICs including Food KIC. Øresund Food has established a Food KIC-secretariat to secure that the Øresund Region will be a highly competitive international applicant for the Food KIC by developing an international consortium of the top food clusters in Europe.

## Ambassadors:

**Bent Claudi Lassen (Chairman)** Former Chairman of Danish Bacon & Meat Council, former Chairman, LMC, Centre for Advanced Food Studies (University of Copenhagen, Technical University of Denmark, Aarhus University, Southern Denmark University, Aalborg University

**Jan Mousing** CEO, Danish Agricultural Advisory Service (DAAS)

**Jens Bigum** Chairman of Aarhus University and Toms A/S, former CEO Arla Foods

**Mariann Fischer Boel** former European Commissioner of Agriculture, EU

**Torger Børresen** Professor, DTU Aqua, Technical University of Denmark

**Mogens Jacobsen** Professor, Institute of Food Micro Biology, University of Copenhagen

**Greta Jakobsen** Director, Marinova, former chairman of The Danish Food Industry Agency

**Rasmus Kjeldahl** CEO, Danish Consumer Council

**Leif Kjærgaard** former CSO, Danisco

**Jette Nielsen** Coordinator of Fishery Research, Technical University of Denmark

**Peter Olesen** Chairman, Council for Strategic Research, Professor, Institute of Plant Biology and Biotechnology, University of Copenhagen

**Jens-Christian Sørensen** Head of Center, Danish Technological Institute

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