

## Book Information

### Title:

#### **Creating Future Business Opportunities.**

Technological development in the food ingredients industry.

### Description:

This book discusses alternative business development strategies, the role of product technology in business development, key issues, scouting for new ingredients. It includes five cases of leading ingredient suppliers that provide practical examples of how companies presently approach NBD and provides valuable practical NBD tips.

### Contents:

Acknowledgements, Notes, Context

Part 1: Business Opportunities in the Food Ingredients Industry - General

Considerations: Introduction, Business Opportunities beyond Market

Penetration, Market Development, Technological Development, Increasing

Company Awareness - Key Issues

Part 2. Company Cases: Givaudan Roure (Switzerland) - Flavours; Kelco (USA) - Thickeners; DMV International

(The Netherlands) - Dairy Ingredients; Watson Foods Co., Inc. (USA) - Nutraceuticals; Friesland Coberco Dairy

Foods (The Netherlands) - Dairy Ingredients - Part 3. CLOSING Recommendations

### Author(s):

Dr. M. C. Kuhn

### Publisher:

Foodlink Forum, The Netherlands ( [www.foodlinkforum.com](http://www.foodlinkforum.com) )

### Publication date:

1999

### Related articles:

"Advancing Food Applications 2001". FH 5: 1-2, 2002.

"Groeimarkt op Nieuw Terrein. Functional Foods sterk in ontwikkeling". Voedingmiddelen Industrie May 2001

'Food Application' stimuleert voedingsmiddenmarkten" In: VMT's Ingrediëntenwijzer 2000, pp 7-10, 2000.

"Health Foods Europe 1999". International Food Ingredients 5:59-62, 1999

"Food application boosts ingredient markets". Food highlights 1, 1999.

"Boosting Business". International Food Ingredients 5:40, 1998.

"Latin America's Interest in Food Ingredients. Fi South America '95 review". International Food Ingredients 5:42-43, 1995.

"South America. The European Link". International Food Ingredients 3:30-33, 1996

"Nutraceuticals in the USA" International Food Ingredients 5:31-32, 1997.

### Available at:

Food Application Bookstore [www.foodbookstore.com](http://www.foodbookstore.com)

#### **Foodlink Forum – Industrial Know-How Tools**

Coordination Center in Wageningen, The Netherlands (Holland)

P.O. Box 92, 6720 AB Bennekom, NETHERLANDS

Tel. +(31)-317-421 868 Fax +(31)-317-411 882 [info@foodlinkforum.com](mailto:info@foodlinkforum.com)