
Workshop on Frugal Innovation in the Food Processing Industry

Mastering the Frugal Challenge: Innovating for Global Growth through Affordable Solutions

Date:	Monday, 23 October 2017, 9:00 – 13:00
Location:	The Food Research and Innovation Centre, Building 201, Level 6 Room 15, Bundoora Campus, Plenty Rd, Bundoora, 3083
Organiser:	Global Business Innovation Enabling Capability Platform, RMIT
Cooperation partners:	Center for Frugal Innovation, Institute for Technology and Innovation Management, Hamburg University of Technology

Frugal innovations seek to target “price sensitive, and yet quality conscious” customers in both emerging as well as developed markets. The frugal concept of getting “more for less” appears to slowly turn into an imperative for business enterprises in a globalised world that is faced with increasing resource and environmental constraints owing to growing consumption and ongoing economic crises in several (industrialised) countries.

What can the participants expect from this workshop?

The workshop will provide participants with knowledge of best industry practices and latest insights into strategies of companies that have successfully mastered the frugal innovation challenge. The spectrum of topics covered includes corporate functions such as corporate strategy, marketing & sales, and research & development (R&D) in large concerns as well as in mid-sized firms. These objectives would be achieved by employing the following measures:

- Experts from the Center for Frugal Innovation (Hamburg University of Technology, Germany) will share insights generated from their long-running, practice-oriented research of emerging economies, especially India, and actual firm-level practices.
- Small focus groups will be organised to bring together the workshop participants in deliberating upon the chances, risks, experiences and perceived apprehensions, and working out their solutions.

Modalities of registration

This workshop is the first in a series of workshops targeted at senior-level managers in food-processing companies that are contemplating growth opportunities in still untapped markets of fast-growing economies. Due to the conceptualised setting of this workshop we have to limit the number of participants to 15. To confirm your attendance, please register online latest by 9 October 2017. Participation is free of charge. Accepted registrations will be confirmed by us. For any further enquiries please contact:

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Online registration: <https://www.rci-australia.com/events>

Agenda (23 October, 2017)

- 08:30 Registration
- 09:00 Welcoming address (*Prof. Harsharn Gill, RMIT*)
- 09:10 Introduction to Frugal Innovation (*Dr. Gerrit de Waal, RMIT*)
- 09:35 Imperative of Frugal Innovations: Opportunities in the Food Processing Industry
(*Dr. Rajnish Tiwari, Center for Frugal Innovation*)
- 10:15 Australian Food Processing Industry: Current Landscape and Challenges
(*Mr. Matt Scarboro, Nuchev Pty Ltd*)
- 11:00 Coffee break
- 11:20 Workshop consisting of three Focus Groups discussions regarding Food Processing Industry
 1. Strategic imperative for Frugal Innovation in Australia
 2. Frugal Innovation Implementation and Target Markets
 3. Challenges associated with Frugal Innovation in the Australian context
(*Dr. Rajnish Tiwari, Dr. Gerrit de Waal, Prof. Harsharn Gill, Prof Adela McMurray*)
- 12:20 Presentation & joint discussion of Focus Groups' results regarding their (policy) implications for the Food Processing Industry
- 12:50 Concluding remarks and next steps
- 13:00 Luncheon