

Association of manufacturers of Food Processing and Packaging Machinery



Jan Hak, President

www.gmv-fme.nl

Beijing, P.R. of China - 22 June 2009

First Beijing Potato Mission 1987



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Sector organisation of the FME-CWM

Association of enterprises in the technological
industrial sector

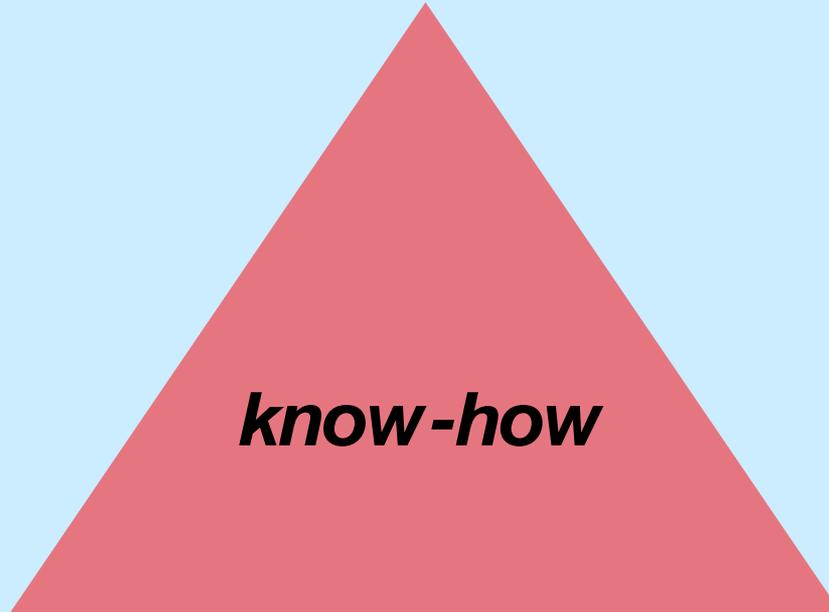
- 2.750 member companies
- 260.000 employees
- EUR 79 bln turnover (47 bln export)

The Netherlands as 'Food Valley'

- turnover 2008: EUR 68 billion
- leading in meat, potato processing and dairy with 'high tech' networks
- dynamic towards wishes of consumers (regarding price, quality and diversity)
- working according to international rules regarding codex, hygiene and environment
- top expertise in food processing research.

Dutch Agro Triangle

Products
(Agri-food chain)



Processes
(Systems & Technology)

Education
(Schools & Institutes)

Home country of leading food companies:

- Unilever
- Heineken
- Vion
- Royal Friesland Campina
- Numico

Special expertise

- Potato's and vegetables
- Meat / poultry processing
- Bakery
- Dairy & Baby food
- (Fruit) juices and beverages
- Animal Feed
- and more

The Netherlands origin of:

- Over 50% of the world's potato processing equipment.
- 70 % of cheese production equipment.
- 80% of the world's poultry processing equipment.

GMV Sections

- Animal Feed
- Bakery
- Biobased Systems
- Dairy and Liquid Foods
- Field Handling & Storage
- General Foods
- Packaging

GMV Data 2008

- Members 90
- Employees (total) 8.150
- Turnover (EUR mln) 2.200
- 80% export from The Netherlands
- (of which 50% outside the European Union)

GMV trends

- Increasing importance of agro chains
- Bulk production moves towards Added Value creation
- International leading in Hygienic Design and Integrated Design (IO)
- ICT enables high(er) know-how productivity
- Strong locally with increasing global focus

Spear head countries

- China (GMV office in Beijing)
- Russia (C.I.S.) and Ukraine
- New EU countries
- Brazil
- India

Spear head initiatives

1. EU Center of excellence “Food & Flower”

* Food & Nutrition Delta * Food Valley * Plantum *
Separation Technology * Genomics *

2. Food & Nutrition Delta (research)

* Safety * Nutrition & Health *
Sensory Science & Structure * Behavior *

3. Platform IO / MI / SVML

* (Social) Innovation * ICT * Education *

Equipment and System Design through IO / MI

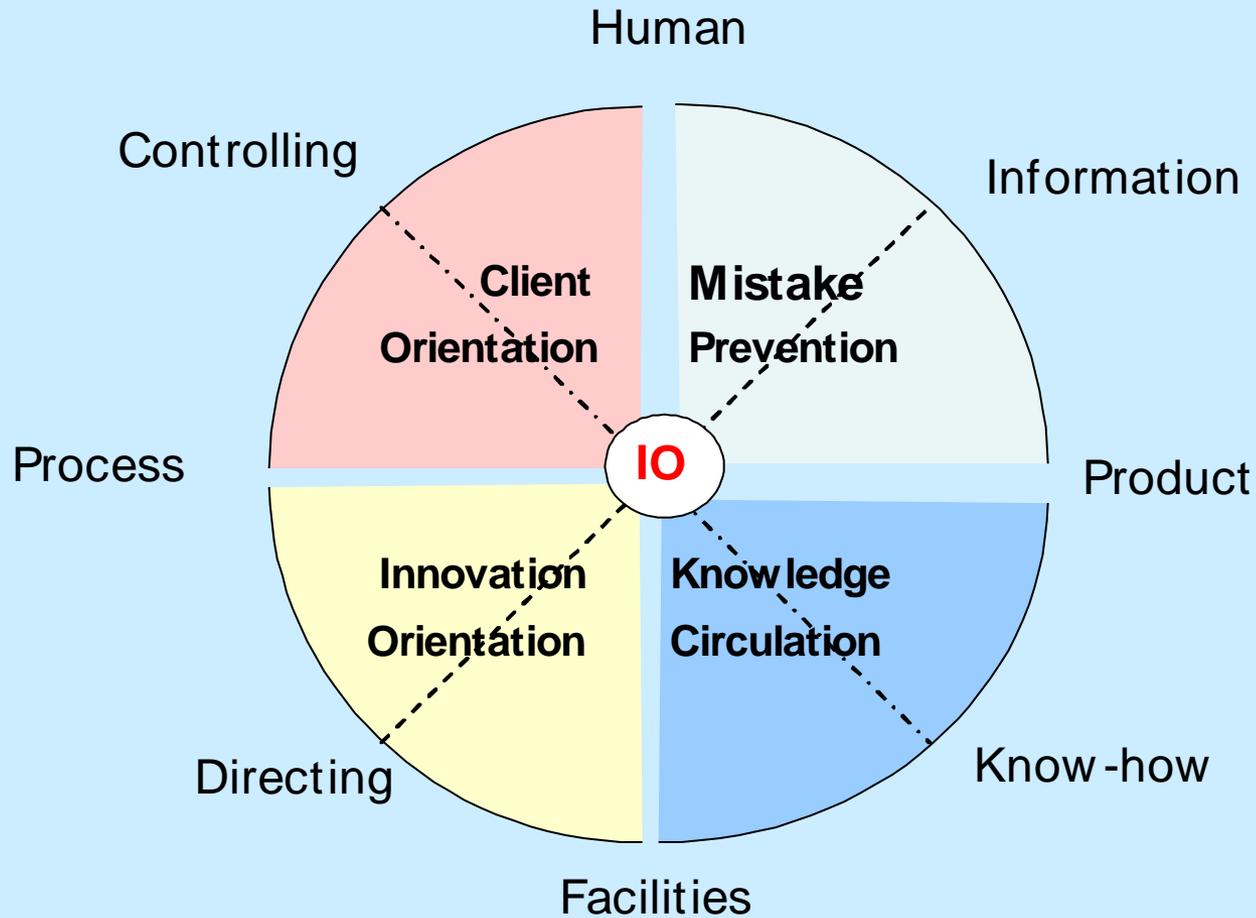
- **Integrated**
team effort, modular approach
- **Hygienic**
EHEDG, SVML courses
- **E-learning**
self learning networks, continuous

Innovation priorities in IO / MI

Subjects		
Engineering	1	Configurator/Modules
	2	3D Mockup/Layout
	3	Engineering Catalogus
	4	Engineering Database/EDI
	5	Product Support Engineering
	6	Supply Chain/PDI
ICT	7	ERP
	8	PDM
BK	9	ORGANISATION

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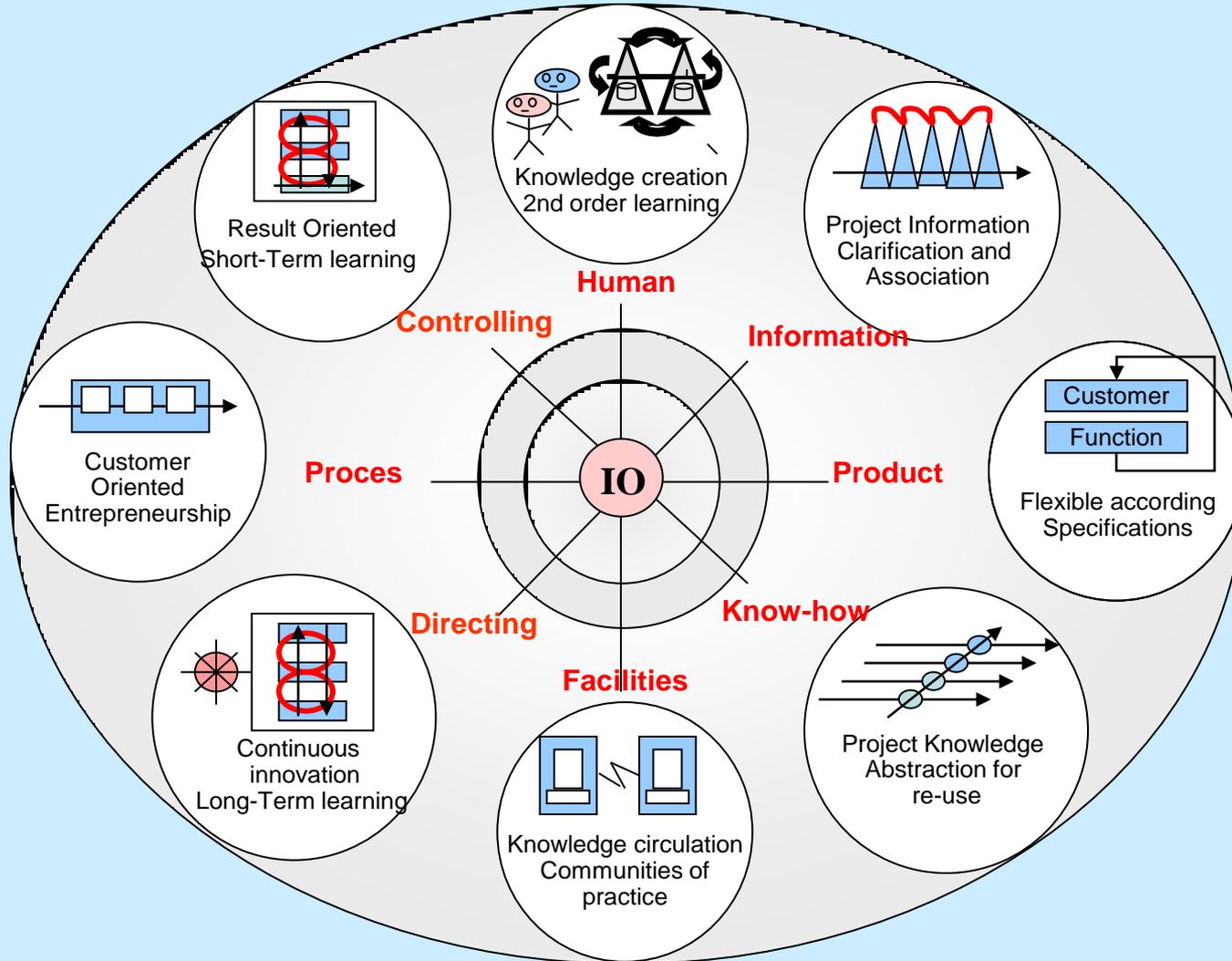
IO Compass



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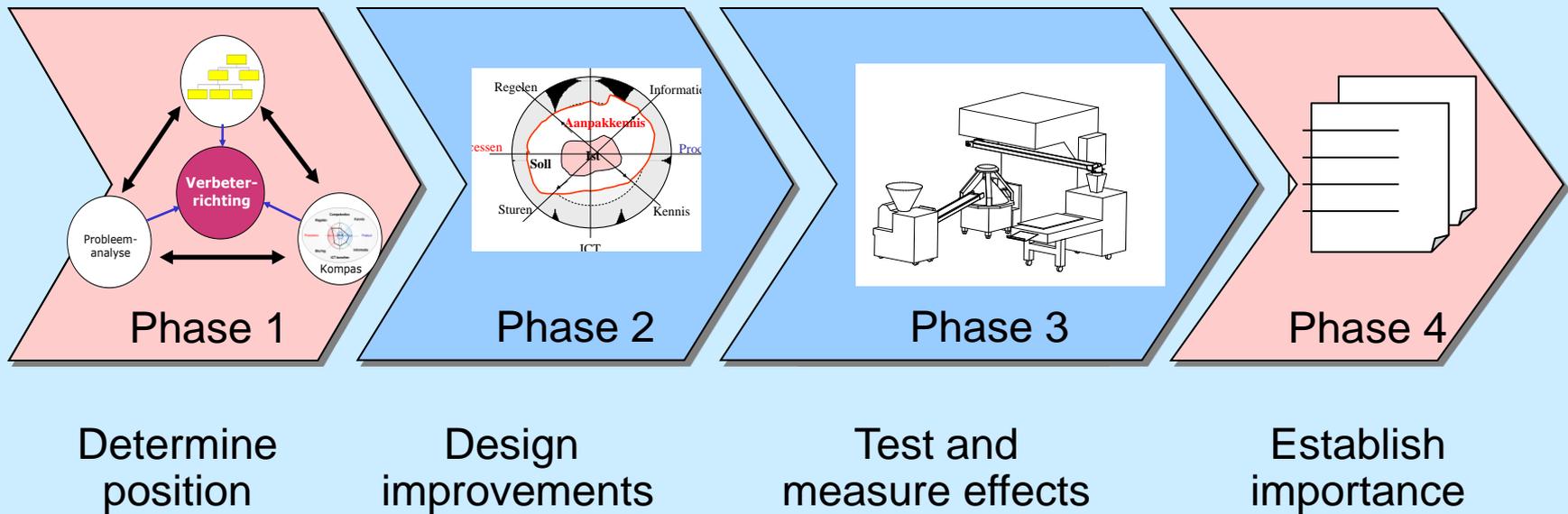
IO Translation (What)

Breakdown of complexities



Mi-Module

Coaching innovation



Generic Innovation Toolbox (HOW)

Development



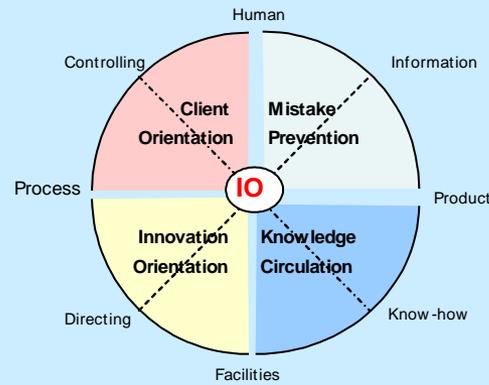
IO-implementation



Master

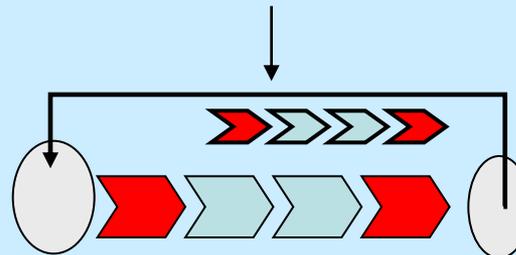
Education

Implementation



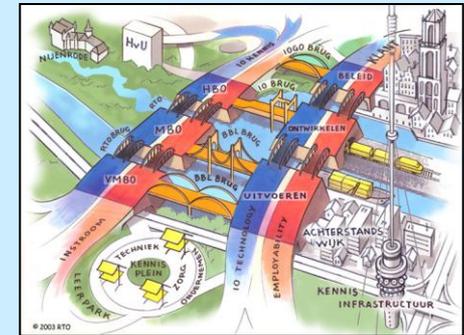
Direction

Dialogue



Methodic Innovation

Securing



Regional

Learn innovating together

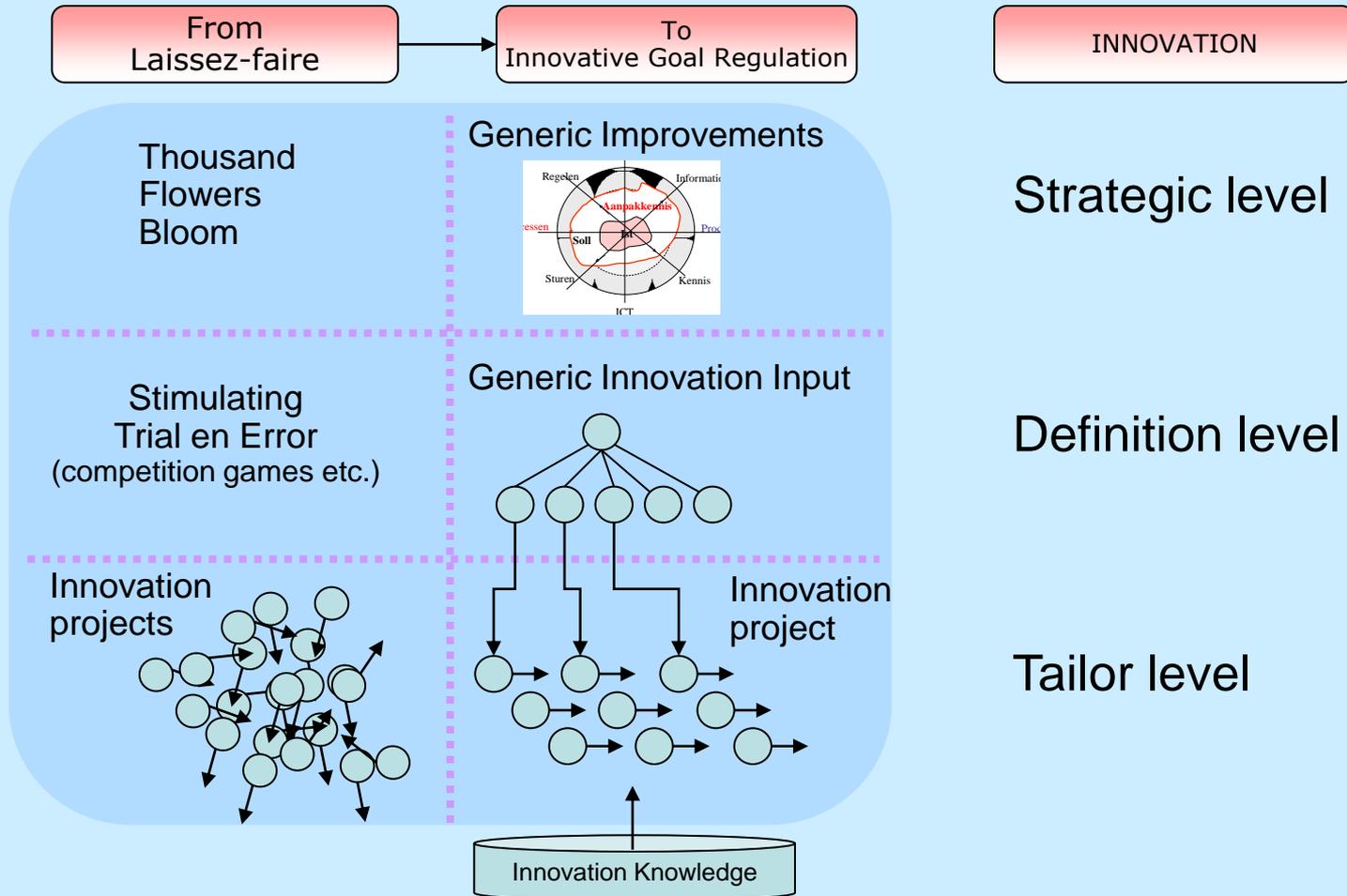
International

Platform - IO
AcadeMi - IO

qualifying/certifying

Generic Innovation Approach

One uniform approach and one language



Strategies for Success

Professionalism

Plan

Performance

Pro-active

People

Positive attitude

Peace of mind

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Thank you for your attention

荷兰食品加工
与包装机械
制造商小组