



EIT Food Summer School

on New Product Development

25.08 - 01.09.2018, Warsaw, POLAND

www.timo.wz.uw.edu.pl/summerschool/

New Product Development makes the difference!

- Summer School
- New Product Development
- Innovation
- Design Thinking
- Entrepreneurship
- Impact on the Food Sector
- International Knowledge
- Project Management
- Warsaw
- EIT Food
- EU
- EIT RIS



EIT Food is supported by the EIT
a body of the European Union





EIT Food is supported by the EIT
a body of the European Union



Are you a food professional? We'll make you a food expert! Are you ready to take your New Product Development skills to the next level?

We offer you theoretical and practical knowledge on NPD gathered by experts from many different countries and backgrounds. Eight days of intensive lectures, interactive workshops, project assignments and computer-based simulations, prepared jointly by partners from academia and the industry, can become an important milestone for you to take your NPD skills to the next level!

Where does our knowledge come from?



EIT Food Summer School on NPD contains three modules complimented by two case studies:

Module 1: Entrepreneurship -
analysis of consumers' needs,
design thinking with developing a
business proposal

Module 2: Project Management -
universal methods for managing
every issue connected with
carrying out the project

Module 3: Simulation based
training on Project Management
and New Product Integration into
the Distribution Chain

Case study 1: NPD process in
practice – the case of Łowicz
brand. Marketing perspective
(Maspex)

Case study 2: Focus on
grains/cereals- under the Quaker
brand (PepsiCo)

**Sounds like a great
source of knowledge?**

**Register online for the FREE summer school and make
the impact on the food market!**
The number of participants is limited!

For more information visit our website:
www.timo.wz.uw.edu.pl/summerschool/