

Clusters Presenting Themselves Pitching Session

22 November 2023

14:00-15:30

Clusters Meet Regions, Iasi

BioNEst Cluster



Challenge: The organization brings together 25 companies specialized in producing healthy food (cold pressed oils, honey bee products, organic jams), cosmetics and essential oils, in agro-rural tourism and natural recreation activities, companies specialized in robotics, two universities and one high school. **Its main objective** is the promotion of ecological agri-food products manufactured in the northeastern region of Romania.

Activities: reinforcing the importance of a rural and nature-friendly tourism through the production of healthy foods; demonstrating the great effect in wellbeing of humans (physical and mental health) of consuming healthy food; supporting the local farmers in order to adopt sustainable agriculture.

 <https://bionestcluster.ro/>

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Impact: Our cluster aims to establish new commercial and technological cooperation with other national and international actors in the agriculture and food sector, in order to bring innovation and create new products and open new market opportunities. Research & Innovation activities in food industry: for example testing new fertilizers or new technology in cropping (by drones), applications from industry 4.0, digitalization in food production NOT COMPROMISING THE ECO / BIO component that is the reason of our existence as NGO etc.