

**15**



GROWTH IN NUMBER OF  
MEMBER COMPANIES

GROWTH OF  
ECONOMIC POWER

GROWTH IN TOTAL OF  
MEMBERS' REVENUES

GROWTH IN TOTAL OF  
EXPORT REVENUES

**80+**



*Clustering 4.0 - 10 year experience in networking*

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**80+** SME'S    **6** PUBLIC ACTORS    **10+** INTERNATIONAL PROJECTS



### Marketing 1.0 – The Quality

HU Cluster Accreditation System  
The top 10% of HU clusters (continuously since 2011)

### Marketing 2.0 – The Trust

Regular cluster-meetings monthly based  
Common projects  
Free time activities

### Marketing 3.0 – The Pride

Build and strengthen EU visibility  
Aware of cluster internationalisation  
First EU projects  
The first Excellence cluster in South East Europe

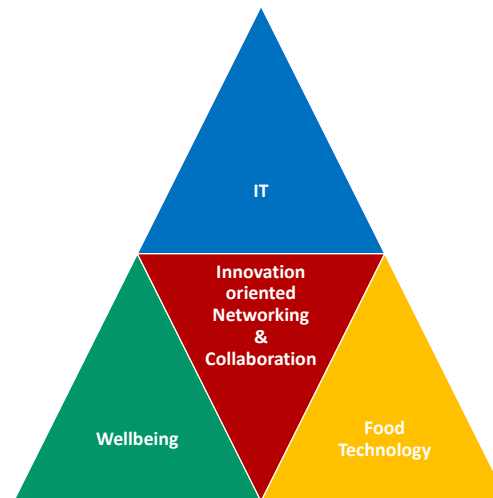
### Marketing 4.0 – For Social Change

Present cluster projects are focusing on  
Industry 4.0 (V4&I4)  
Wellbeing (H2020-INCluSilver)  
Agro-Food by clusters' development (COSME-TRACE-KEI)

*Marketing 4.0 – by cluster branding*

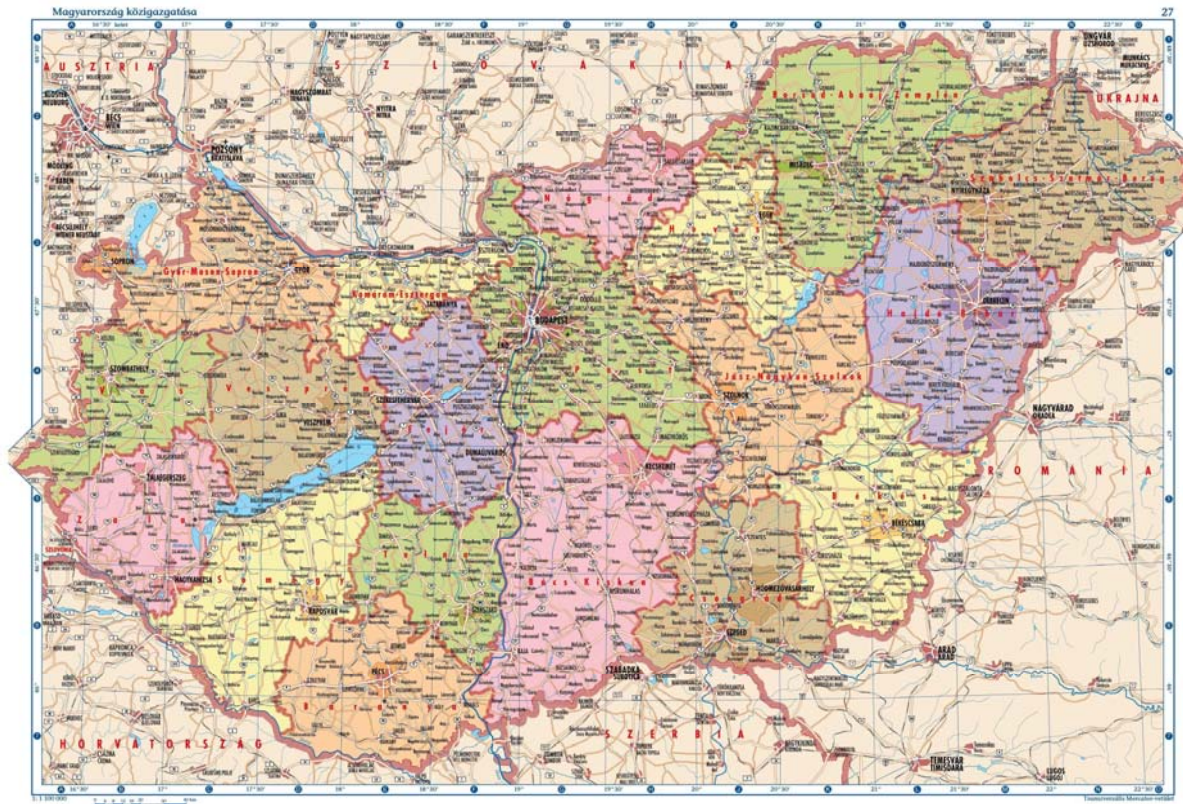
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# Digital Innovation Hub



***SMEs' Collaboration – for the regional innovation***

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## *SMEs from Transdanubia and BUDAPEST*

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Legtöbbször látogatott Bevezetés

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## Clustermembers

- Ablakszerker Ltd.
- Adexgo Ltd.
- AdWare Research Ltd.
- Agrofil SZMI Ltd.
- Atekeia Solutions
- B&O Engineering Ltd.
- BakonySoft Ltd.
- Belting Ltd.
- Beta Research Institute Nonprofit Ltd.
- Campden BRI Hungary
- Cera-Med Ltd.
- CPS Company Ltd.
- CSNR Netware Ltd.
- Cubilog Ltd.
- Cyber Services PLC
- Cytocord Ltd.
- Delfin Ltd.
- Drem Ltd.
- e-Base Ltd.
- EcoMotive Ltd.
- Egrokorra SA
- Elcom Ltd.
- Electronics Research Center Ltd.

### What is Food4Me?

Like INCluSilver, Food4Me is also an EU-funded project that works with personalised nutrition, but the similarities end there. While INCluSilver deals with funding innovative SMEs with solutions for the elderly within personalised nutrition, Food4Me emerged out of the need for more research into the current knowledge of personalised nutrition.

In 2000, the complete mapping of the human genome sequence brought about the possibility of individualised medicine and the birth of the field of “nutrigenomics”, which examines the relationship between food and gene expression. However, the promise of personalised nutrition has failed to develop as a commercial service.

Food4Me attempts to tackle these issues through comprehensive analyses of the opportunities and challenges in the field of personalised nutrition, and answer the pressing question: “How can we best use our current understanding of food, genes, and physical traits to design healthier diets tailored for each individual?”


In order to do this, Food4Me has gathered an international group of experts to survey the current knowledge of personalised nutrition and to explore the application of individualised nutrition advice. The Food4Me project will also investigate consumer attitudes and produce new scientific tools for implementation.

### Key Results



Research carried out by Food4Me has resulted in much-needed knowledge into the field of personalised nutrition.

One of the key points is that people are very interested in getting information about the benefits of adopting personal nutrition. This, however, can be challenging as the perceived benefits may vary between consumers. Another important factor to getting consumers interested is to make information available about the ease of adopting personalised nutrition since this could convince potential users of the benefits.

Protection of privacy is another issue of concern among consumers, which is unsurprising in this day and age. As a result, they require transparent regulations regarding the protection of data and proper enforcement of these regulations across both the private and public sectors, as well as open communication with the public about data protection to inspire trust.



## Memberships

## Qualifications

