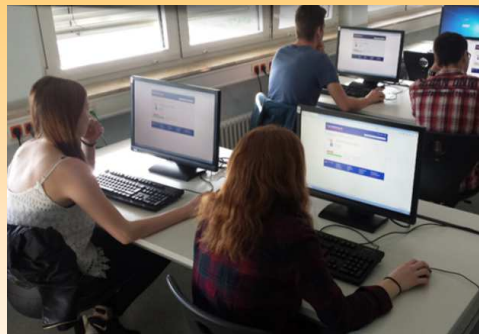


“

By developing an intensive programme in sales competencies for food technologists, ESCAPE will accelerate graduates' access to job opportunities at the European level. It will thus benefit both food technology students and food companies. ”



This project has been funded with support from the European Commission

Our Partners



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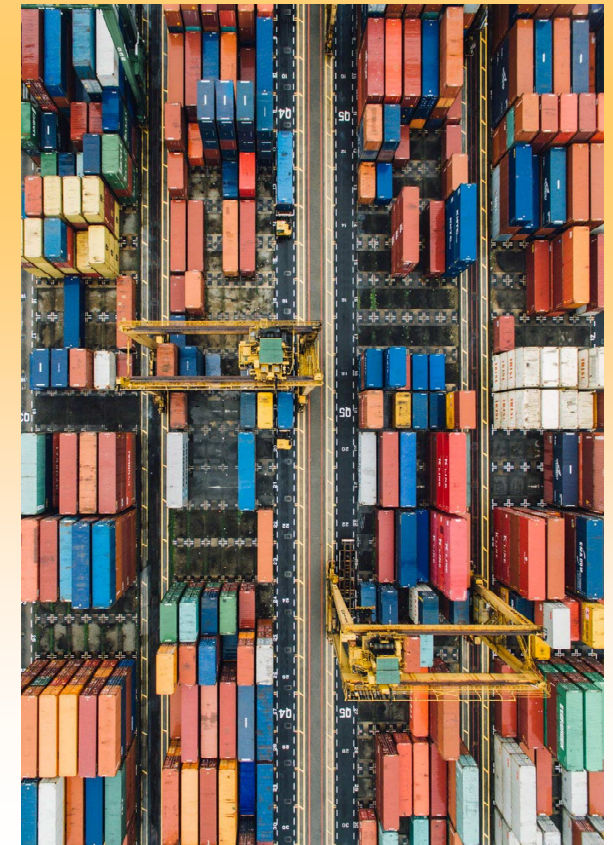


Further info:

www.escape-project.eu



Enhancing Sales Capacity for Agrifood Products in Europe  Erasmus+



The specific aim of the project is to **develop a training programme for food technology students** motivated in working in the business area of the F&D sector, based on the industry's needs and to **address F&D industry's need** for effective international salespeople with skills in food technology

ESCAPE project is a **32 month project** co-financed by the EU Commission in the Framework of the **Erasmus + Programme** (KA2 Strategic Partnership).

The project is lead by Association Nationale des Industries Alimentaire (**ANIA**) rtnership with 5 organisations from Italy, French and Netherlands coming from **educational and Food & Drink sector**.



Erasmus+

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2016 - 2017

01

Definition of needs of skills and competences from the food and industry stakeholders

2017

02

Development of an innovative training programme on sales and business related competences

2017

Adapation of a new training methodology based on the flipped classroom model of instruction

03

2018

Conclude theoretical training with a five days practical session for the students during SIAL Paris food fair

04

2018

05

Demonstration phase in France, Italy and the Netherlands will be done in the three HEIs to evaluate and promote the project

2018 - 2019

06

A total of 60 students (20 per country) enrolled in food technology Master's programmes will be trained