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PaperTitle **Successful Transfer on New Technologies to the Food Industry**

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ABSTRACT

The food industry needs to focus on innovation to compete successfully.

New technologies are an essential component in innovation, particularly where an industry is mature.

However, in a generally risk-averse industry, success in transferring innovative technologies is difficult.

This paper deals with this difficulty and offers suggestions on how to increase the success rate of this transfer process.

The following issues are dealt with:

- Strategically aligning the development of scientific capability to develop technologies to meet market needs
- Strategies and tactics to successfully transfer developed technologies to the market, including examples from Food Science Australia.