



Qualitropic : Competitive Cluster

Innovation and Natural Resources

in Tropical Environment

European Technological Spearhead

in the Indian Ocean

Céline Barbier

Plant Inter Cluster

Portugal June 5-6th, 2012

Reunion Island: Europe in the Indian Ocean

Island of 2500 km² - 850 000 people - 9700 km from Paris

30 min from Mauritius

2h from Madagascar

4h from Johannesburg (South Africa)

6h from Mumbai (India)

10h from Perth (Australia)

10h from Shanghai (China)



→ Structuring Assets :

French economic, scientific and technological system

→ Natural Assets :

Tropical climate, important biodiversity and Indian Ocean resources

→ Demographic Assets :

Young population with high level of training

→ Geostrategic Assets :

Historical links with Africa and Europe





Economy of Reunion Island and territorial challenges

Small territory, remote location
Strong demographic growth
High cost of living

Actors' strategy for the territory:

Job and value creation



Food and energy self-sufficiency

Biodiversity protection

Gouvernement strategy :	Program GERRI, Overseas General Status
World economy :	Reunion Green Island
Local collectivities :	Reunion 2030, Strategy Research & Innovation SRI
Society :	Message from La Réunion during IUCN 2008 conference
Culture:	UNESCO World Heritage: Maloya music + mountain sites

Competitive cluster, ambition and priority objectives...

1) Innovation and tropical natural resources

→ Innovation based on factors specific to Reunion Island

2) Ambitions

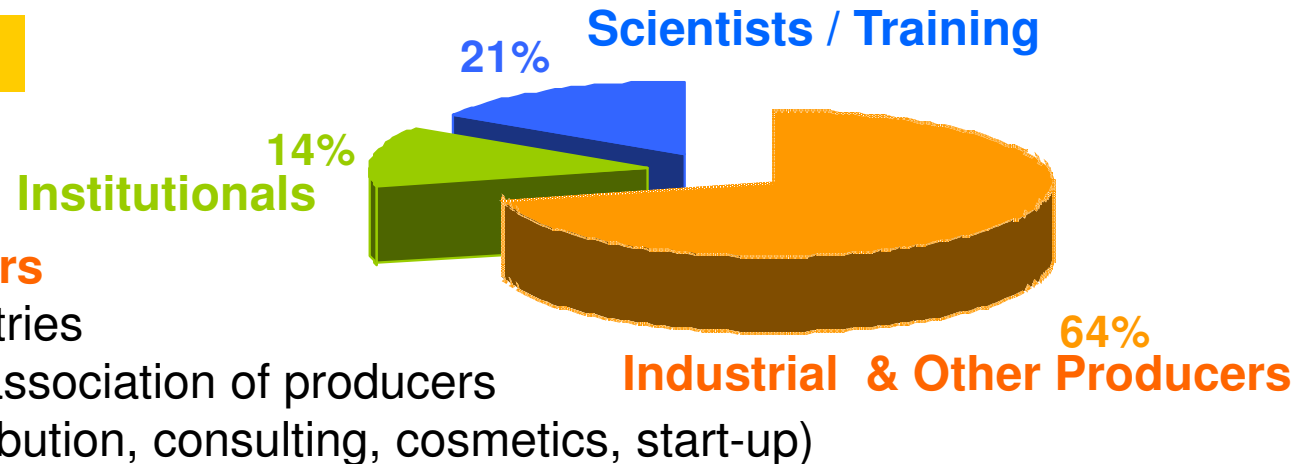
→ Increase added value produced in Reunion Island
→ Respect social and environmental challenges

3) Objectives

→ Capture local market shares with products, goods & services of sustainable quality
→ Promote niche products locally and for export
→ Export of know how in tropical zone

Competitive cluster and its network

In 2012 : 90 members



60 : Industrial / Producers

- 30 Agribusiness Industries
- 14 Cooperatives and association of producers
- 16 Other (health, distribution, consulting, cosmetics, start-up)

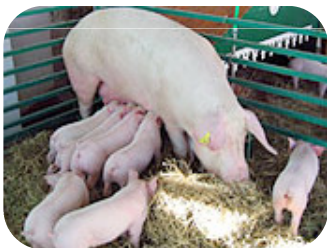
19 : Scientists / Training

University of La Réunion (10 laboratories)
 Structure of research & development (CIRAD, IRD, eRcane, IFREMER ...)
 Technical centers (CRITT agrofood, CRITT aquaculture, ARMEFLHOR)

11 : Institutionals

Chamber of Commerce & Industry of La Réunion,
 Agency for Development,
 Association for Industrial Development de La Réunion ...

Sea



Animal



Vegetal

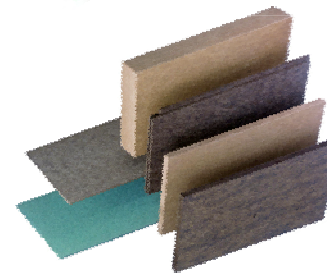
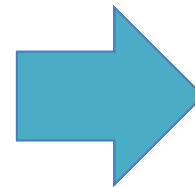
Nutrition



Health



Wellness



Biomaterial



Energy

Food and natural resources valuation

Competitive cluster strategy

Animation & guidance

- Board of administration
- Board of management
- Labelling Committee
- Animation team

Inter-cluster Partnerships



Competitive cluster international activities

Actions and international missions	→ Agribusiness Mauritius	2008
	→ Cluster Agro South Africa	2009
	→ SERI – European Research & Innovation Exhibition	
	→ Program COOPOL France / China	2009
	→ EU-China Business & Technology Cooperation Fair	2010
	→ Qualitropic Annual Meeting	2011
	→ BPBC & biotechnology mission in Beijing	2011
	→ France China Agribusiness Forum	2011
	→ PIC Portugal	2012
	→ PIC Collective Mission in South Africa	2012

50 labelled projects
32 166 000 € of financing
of which 9 640 000 € public financing



3 Examples of collaborative projects :

- *Germendemik*
- *Run Innovation*
- *Pentoval*
- *Optivanille*



(2007-2010)

***Optimization of aromatic vanilla
production in Reunion Island***

Project holder :	University of Reunion Island
+ 2 Universities :	Bordeaux 2 (France)
	Leiden (Netherlands)
+2 Agricultural Cooperatives :	Provanille and UR2 (Reunion Island)



Total project cost : 250 000 €, Subsidies : 50 000 € OSEO

1 doctorate thesis (Netherlands/ France)

Sustainable development for production of vanilla in Reunion Island

Analytical approach of pods- cumulated metabolites

Aromatic quality improvement



Project labelled :
RUN INNOVATION
(2011-2011)



***Bamboo : purification & sustainable development
in tropical regions***

Project holder : - PHYTROEM
+ 3 Companies: - PERRUSSOT
- ISAUTIER
- CPPR
+ 1 Research institute : - CIRAD (Reunion Island)

Total project cost €1,4 million

Financing FUI 466 153 € and Local Authorities 228 274€

Experiment a new plant remediation technique to reduce water contamination and create biomass for energy valorization





Project labelled : PENTOVAL

(2011-2015)

***Extraction and valuation of molecules
from agricultural and forest waste***



Project Holder	- Syral (Téréos Group)
+ 2 Enterprises	- Cray Valley (Chemistry) - Minakem (Chemistry)
+ 2 Research Lab	- LCA (Toulouse) - IRCE (Lyon)
+ 3 R&D Centers	- Ercane (Reunion Island) - CVG (Somme) - FCBA (Grenoble)



Total project cost : 4,5 million €

FUI 1,075 million €, Local Authorities 598 415 €

***Valuation of simple sugars from sugar cane biomass, beetroot pulp,
wheat and wood***

(2012-2014)

Germination of plant endemic species

Project holder : Sapef Paysages (Reunion Island)

+ 1 Entreprise - Pépinières du Théâtre (Reunion Island)

+ 1 Research lab - CIRAD (Reunion Island)



Total project cost : €550 750

Project submitted to the French Ministry of Overseas Territories

Develop new techniques to improve the germination rate for plant endemic species from Reunion Island

Thank you for your kind attention ...

www.qualitropic.fr

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