

Scientific and Technological Research Organisation for the Agri-food Industry

- Est. 1981
- Based in Milan and Naples
- 30 Industrial members + Ministry
- Hundreds of Innovation Projects
- Wide international network

Activity:

- Research and Innovation
- Scouting
- Advanced consultancies: FSMA, Food defence
- Certification



Previous experiences in EU projects

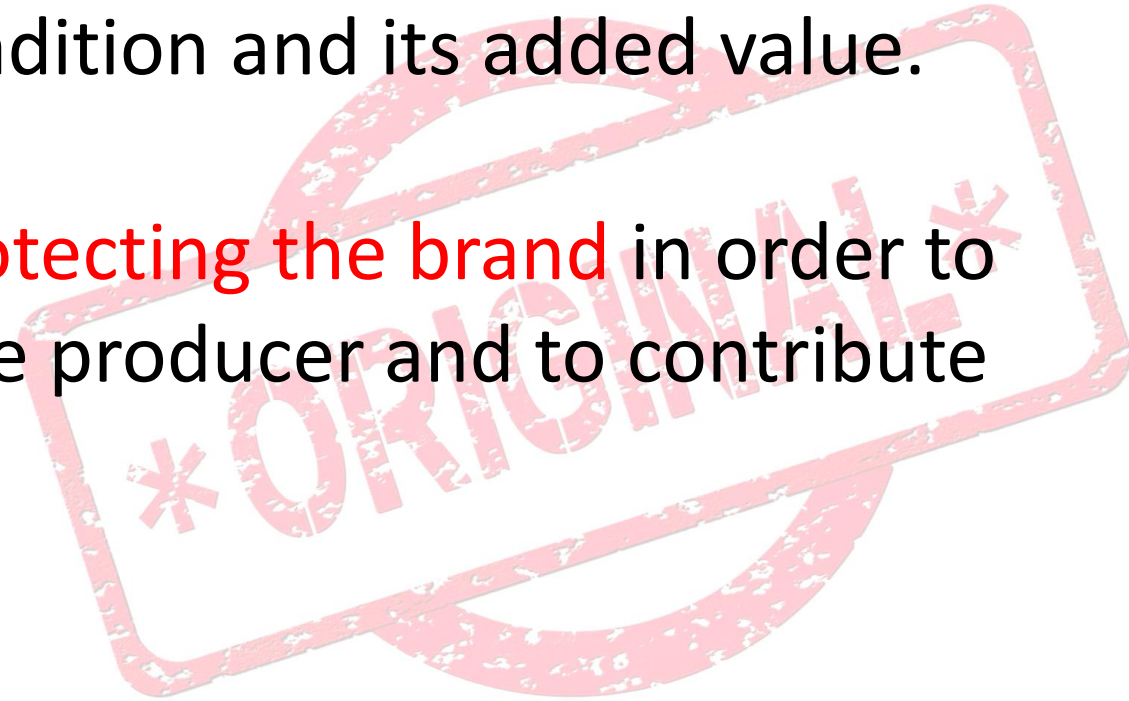


FOOD-CT-2005-514050 "SMEs-NET"

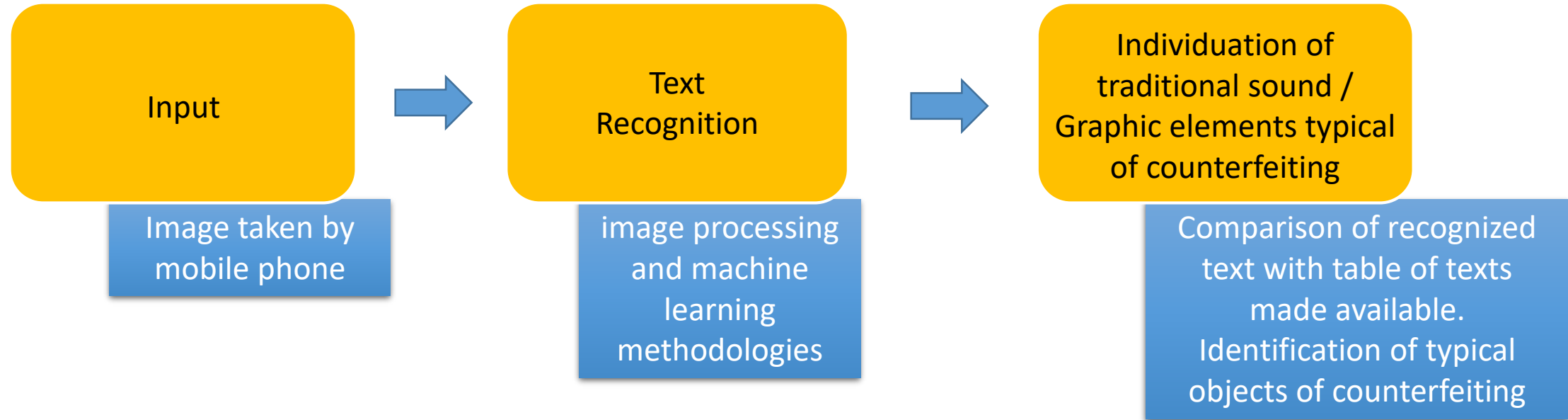
EU project CT 97-3039

The CHALLENGE

- Defending a **traditional product brand** means also defending its topical know-how, its quality, its tradition and its added value.
- A resource efficient solution for **protecting the brand** in order to enhance the product, to protect the producer and to contribute to the **consumer safety**.



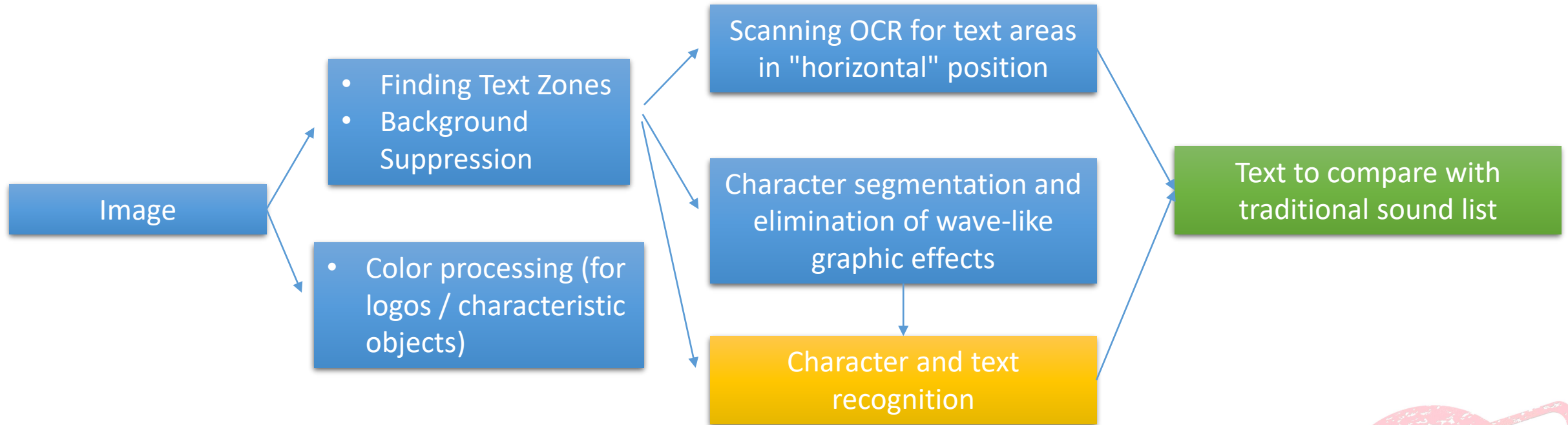
The Objectives



- Anti-counterfeit technologies development
- Development of a brand protection tool for industrial business



The Innovation / The solution



Evaluation both with Fourier descriptors and with Machine Learning for identifying the best performance



Outcomes

- Developing a tool in order to deal with counterfeiters threatening your business
- Using data and automation to manage investigations
- Developing actionable intelligence from brand owners and law enforcement professionals on proven techniques to thwart counterfeiters
- Improve the supply chain efficiency

Partner sought

- End users