

BASES OF THE INNOVATION CONTEST EXPOALIMENTARIA 2022

CHAPTER I TERMS AND CONDITIONS OF THE COMPETITION

1. OBJECTIVE

The Innovation Contest, developed within the framework of Expoalimentaria, aims to recognize and reward the efforts made by exhibitors in the design, development and launch of their innovative products to the national and/or international market.

2. PARTICIPANTS

- 2.1. All Peruvian or foreign companies **registered as exhibitors** in the fourteenth edition of the **EXPOALIMENTARIA fair, 2022**, will be able to participate.
- 2.2. Belong to the food and beverage sector, according to the category established for the competition.
- 2.3. Comply with **completely** filling out the online registration form.

3. REQUIREMENTS

- 3.1. Have an innovative product¹ that is in the final stage of development² or on the market in a period not exceeding (2) years, specifically in the period between May 2020 and April 2022.
- 3.2. Submit a formal declaration of unconditional acceptance of these Terms and Conditions, as well as the decisions of the Technical Team and the Jury.
- 3.3. Submit, within the deadline and according to the format established for this edition, the registration form, and the duly completed application questionnaire together with the supporting annexes that support the product innovation.
- 3.4. Deliver, within the established time and place, the total quantity of product samples requested for evaluation.

¹ 2018 Oslo Manual:

An innovation is a new or improved product or process (or a combination thereof) that differs significantly from the unit's previous products or processes and that has been made available to potential users (product) or put into use by the unit (process).

We can identify the following types of innovation by their object: innovations that change the company's products (product innovations) and innovations that change the company's business processes (business process innovations).

- *Product innovation: A new or improved good or service that differs significantly from previous products or services of the company and that has been introduced in The market.*

- *Business process innovation: A new or improved business process for one or more business functions that differ significantly from the company's previous business.*

²The product must have completed all stages and processes of development and be in the market launch and marketing stage.

4. TERMS AND CONDITIONS

4.1. OF THE PARTICIPATING PRODUCT

- 4.1.1. Each company may present **one or up to a maximum of three products in total**, either in one or several categories. Each application is independent and can participate **in up to three categories**.
- 4.1.2. The Participating Product must not have been a finalist or winner in previous editions of the Innovation Contest. However, only a product that demonstrates a substantial and innovative change³ that was not previously presented could do so.
- 4.1.3. Eligible products include both third range products - “ready to eat” (ready for human consumption), products aimed at the RETAIL sector (retail distribution) and products aimed at the HORECA sector (hotels, restaurants and related).
- 4.1.4. The products must have a sanitary registration issued by the competent authority of the country to which the company belongs (DIGESA, in Peru).
- 4.1.5. The products presented must have undergone a processing process⁴, **no raw materials may be presented**.
- 4.1.6. Eligible products will be those in which concepts of incremental market innovation or significant improvement have been applied.
- 4.1.7. All products must be presented in their final packaging (primary or secondary), as this will be part of the jury's evaluation. After the established deadlines, no change or replacement of packaging will be accepted.
- 4.1.8. **The entry of products in the study will not be allowed**.
- 4.1.9. Products with a reduced shelf life and/or requiring special storage or controlled conditions (refrigeration, freezing, etc.) must be indicated on the registration form before shipment.
- 4.1.10. The products must be presented in perfect physical condition (without breaks, blows or any type of damage), for a correct evaluation.

4.2. DELIVERY OF SAMPLES

- 4.2.1. Applicant companies are responsible for monitoring and delivering their products for jury evaluation.
- 4.2.2. International companies will have to take into account that the organisation is not responsible for delays in Customs or other control bodies⁵.

³ Substantial change: Nutritional, intelligent packaging, environmentally friendly or some justified differential aspect of the previous product proposal participating in previous editions.

⁴ Consists of the transformation of raw materials into manufactured products, processed products or finished products for distribution and consumption on a large scale.

⁵ The customs clearance process in Lima lasts between 15 and 45 days.

5. ASSESSMENT CRITERIA

The evaluation criteria are developed according to the needs that the Organizing Committee of Expoalimentaria 2022 has identified as important for the products presented to be considered INNOVATIVE. Nominations should show a contribution of measurable creativity and benefit impact.

5.1. CRITERIA REGARDING THE PRODUCT

The candidate's innovation in terms of creation, creativity, type of innovation and adaptability to current food trends is evaluated. These criteria give a maximum of 30 points distributed as follows:

5.1.1. NOVELTY AND INNOVATION (0 - 5)

It is the contribution of a product, significantly improved, in terms of its technical characteristics or in terms of its use or other functionalities, the improvement is achieved with knowledge or technology, with improvements in materials, components, or in a comprehensive way.

The extent to which R&D results are incorporated, whether the product responds to needs that are not met by others and whether it is presented in a novel way is assessed.

To be considered innovative, a product must have characteristics and performance differentiated from existing products.

5.1.2. ORIGINALITY (0 - 5)

It evaluates whether it combines or organizes familiar elements or concepts and turns them into something different. Also, if it is original (unique) or has been creatively adapted for consumption by the target market.

5.1.3. PRACTICALITY (0 - 5)

The extent to which the product responds efficiently in use is evaluated: it reports a *valid* and *useful result* with the *proposed purpose* or the *sought objective* and adaptation to the new lifestyles.

5.1.4. HEALTH (0 - 5)

The extent to which the product is related to a proactive and responsible attitude towards the promotion of one's well-being and health is evaluated. In addition to its usual nutritional effects, it has biological compounds (nutrients or non-nutrients), with a positive added selective effect on one or more functions of the body and that have beneficial effects on health, improving it or reducing the risk.

5.1.5. SENSORY EVALUATION (0 - 5)

It is the examination of the organoleptic properties of a product achievable with the human senses. In other words, it is the evaluation of the appearance, smell, aroma, texture and taste of a food or raw material. As well as those directly related to taste (colour, taste, smell and texture)

5.1.6. SHELF LIFE (0 - 5)

It is the time that elapses from production or packaging, to the point where it loses its physical-chemical and organoleptic properties, and is a term defined by the company that manufactures it, under tests that prove it. The shelf life of a food is limited by various factors that influence its deterioration, so that it is suitable for the target market.

5.2. PACKAGING APPEARANCE

The innovation of the application in terms of the packaging of the product and how it fulfils its function is evaluated, minimizing the environmental impact and satisfying the needs of the consumer. These criteria give a maximum of 30 points distributed as follows:

5.2.1. INNOVATION (0 - 5)

It is evaluated how the packaging gives a format that produces greater comfort when consuming the real product satisfying the needs of the consumer.

5.2.2. LEVEL OF PROTECTION (0 - 5)

The extent to which the packaging protects the product from cross-contamination (handling and contact with elements that could harm and contaminate it) is assessed.

5.2.3. IMAGE AND DESIGN (0 - 5)

The extent to which the packaging allows the proper identification of the product, attracts the attention of the customer and facilitates transport is evaluated.

5.2.4. EASE AND PRACTICALITY (0 - 5)

The extent to which the packaging simplifies and reduces the time of preparation, transport, storage and consumption of the product is evaluated.

5.2.5. MATERIAL AND VALUE AFTER SALE (0 - 5)

The extent to which the packaging is made of recyclable, biodegradable and/or compostable materials is evaluated. The impact generated once the product is consumed is considered: reuse of the packaging or ease of disposal (degradation time and impact on the environment).

5.2.6. LABEL INFORMATION AND BEHAVIOR (0 - 5)

The extent to which labelling provides the consumer with information regarding ingredients, properties, ways of use, advantages and benefits of the product, among others, is assessed. The position, legibility, position of the brand and mandatory registrations and reliable information are evaluated

5.3. COMMERCIAL ASPECT

The impact of the product on the generation of value for the various related agents and their possibility of success is evaluated according to the proposed commercial strategy. These criteria give a maximum of 15 points distributed as follows:

5.3.1. POSSIBILITY OF SUCCESS (0 - 5)

It is assessed whether there is a captive market for the product based on the impact on the well-being and satisfaction of its consumers or users.

5.3.2. MARKETING (0 - 5)

Efficiency in distribution and placement at points of sale is evaluated; and if the price set responds positively to the established value of the product.

5.3.3. AWARENESS AND ETHICS (0 - 5)

The extent to which the product or company contributes to local, regional and sustainable development is assessed.

6. CATEGORIES

- 6.1. The registration of candidates in the different categories is the responsibility of the applicants.
- 6.2. The eleven categories of the tenth edition of the competition are listed and described below:
- a) **Beverages and Spirits.**
Alcoholic beverages: Beer, pisco, wine, etc.
Non-alcoholic beverages: soda, soft drinks, water, juices, nectars, etc.
 - b) **Confectionery and Snacks.**
Different types both sweet and savory, pastry products, confectionery and various snacks.
 - c) **Pickled foods**
Preserved products such as oils, pasta, fruits, vegetables, meat and others.
 - d) **Dehydrated Food.**
Products that by treatment, handling or origin contain less than 50% of water in their composition.
 - e) **Dairy Products and Derivatives.**
Products made from milk and processed derivatives (cheese, yogurt, kefir, butter, whey, among others).
 - f) **Coffee, Cocoa and By-products.**
Products made from coffee, cocoa or derivatives.
 - g) **Gourmet and Delicatessen products.**
High-end, refined food, such as charcuterie, foie gras, caviar, among others; which have as a strategy the exclusive sale in specialty stores and/or gourmet.
 - h) **Refrigerated, Frozen Products.**

Uncompleted, packaged and cold-preserved culinary products or preparations that require additional heat treatment.

- i) **Products Ready to Eat**
Products of Fifth Range, oriented to meals ready for direct consumption.

- j) **Marine and Aquaculture Products.**
Products based on fish, seafood and other marine products of marine or aquaculture origin.

- k) **Functional and Nutritional Products⁶.**
Products containing certain components which provide an added health benefit.

- l) **Organic Products.**
Natural products produced under "ecological" processes without the use of preservatives or synthetic products (such as pesticides, herbicides and artificial fertilizers).

7. PRIZES

7.1. MAIN PRIZE

The winner of the **Best Innovative Product** of Expoalimentaria 2022 will be selected according to the highest score obtained by the vote of the visitors in the Innovation Hall based, on the triad (03) selected by the Jury among the products that are finalists.

- Trophy for the Best Innovative Product of Expoalimentaria 2022.
- Certificate to the Best Innovative Product of Expoalimentaria 2022.
- Seal of Recognition for the Best Innovative Product of Expoalimentaria 2022.

7.2. PRIZE BY CATEGORY

7.2.1. FIRST PLACE

- First Place Trophy for Innovation 2022 in the participated category.
- Certificate of First place to Innovation 2022 in the category of investee.

- Seal of Recognition of First place to Innovation 2022 in the investee category.

7.2.2. SECOND PLACE

- First Place Trophy for Innovation 2022 in the participating category.
- Certificate of First place to Innovation 2022 in the participating category.
- Seal of Recognition of Second Place to Innovation 2022 in the participating category.

⁶ Any substance that can be considered a food or part of it and that provides medical or health benefits to its consumers, such as prevention and/or treatment of diseases.

7.3. TREND AWARD

Food trends point to heightened awareness of health, the environment and the pursuit of pleasure and entertainment. For this reason, the Jury will determine among all the finalists which are the products that have been best adapted to the different lifestyles, the rhythm of urban life and new moments of consumption, adapting to the specific needs of each person.

7.3.1. HEALTHY LIVING TREND AWARD

Trend Award aimed at recognizing the Best Innovative Product that is more related to the proactive and responsible attitude towards the promotion of the well-being and health of the consumer; where the main focus is to cause nutritional effects, contain biological compounds (nutrients or non-nutrients), with a positive and beneficial selective effect for health, improving it or reducing risks, prevailing enjoyment, balance (between physical state and mental/emotional well-being) and sustainability.

- Trophy of Best Innovative Product in the Healthy Life Expoalimentaria Trend 2022.
- Certificate of Best Innovative Product in the Healthy Life Expoalimentaria 2022 Trend.
- Seal of recognition of Best Innovative Product in the Healthy Life Expoalimentaria 2022 Trend.

7.3.2. PRACTICALITY TREND AWARD

Trend Award aimed at recognizing the Best Innovative Product that is more efficient in using and adapting to new lifestyles, in which the packaging simplifies or reduces the preparation time, increases the useful life time, and simplifies transport or storage.

- Trophy of Best Innovative Product in the Healthy Life Trend Expoalimentaria 2022.
- Certificate of Best Innovative Product in the Practicality Trend Expoalimentaria 2022.
- Seal of recognition of Best Innovative Product in the Practicality Trend Expoalimentaria 2022.

7.3.3. ECO-FRIENDLY TREND AWARD

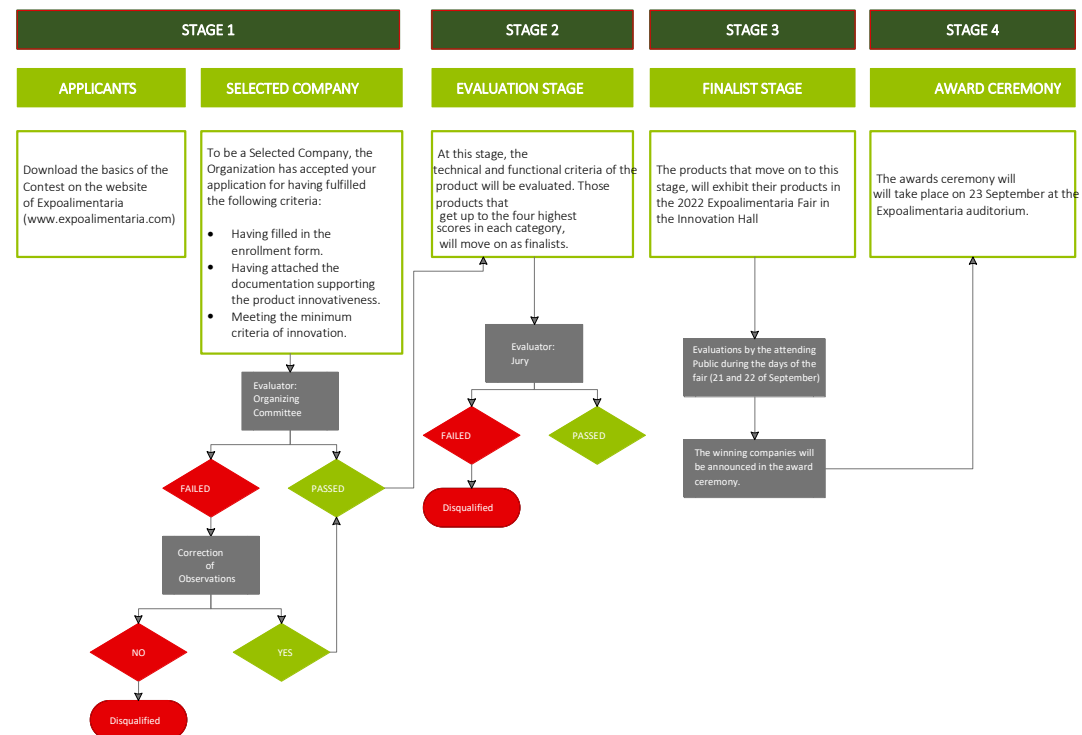
Trend Award aimed at recognizing the Best Organic and Sustainable Innovative Product⁷, obtained through environmentally friendly production methods (recyclable, biodegradable and/or compostable materials) until the presentation of the packaging (reuse of the packaging or ease of disposal), whose degradation time and impact on the environment is zero or reduced.

- Trophy of Best Innovative Product in the Eco-Friendly Trend Expoalimentaria 2022.
- Certificate of Best Innovative Product in the Eco Friendly Trend Expoalimentaria 2022.
- Seal of recognition of Best Innovative Product in the Eco Friendly Trend Expoalimentaria 2022.

⁷ Products, which in their manufacturing, use processes, raw materials and practices that require a lower amount of energy or natural resources, as well as the final destination of said products, priority is given to their reuse, recycling or rapid degradation.

8. CONTEST DEVELOPMENT PROCESS

Companies interested in participating in the 11th Innovation Contest - Expoalimentaria 2022, must comply with the following procedure:



8.1. Correction of Observations

- 8.1.1. Once the registration process has been completed (**Deadline: August 1, 2022**), the Organizing Committee of the competition will receive the applications and will review each one to ensure that the documentation is complete.
- 8.1.2. Applications that do not have the complete documentation will be notified via email and will have a deadline until **August 19, 2022** to lift the observations.
- 8.1.3. Outside the established term, the candidacy will not be considered and will be automatically disqualified with no room for complaints or appeals.

8.2. EVALUATION STAGE

- 8.2.1. The total number of applications are evaluated according to the terms and conditions of the contest by the Technical Team, composed of professionals designated by the organizers, who will determine which applications are able to move to the semifinal stage. **These assessments are not subject to review or appeal.**
- 8.2.2. The semifinalists are proclaimed as such through the corresponding media of the fair.
- 8.2.3. If in one or more categories there are not at least 2 nominations submitted, the category will be automatically declared void by the Technical Team.

8.3. SEMIFINAL STAGE

- 8.3.1. Next, the Jury proceeds to evaluate, taste and qualify the semifinalists and define as finalists the applications that would have obtained up to the four highest scores in each category. Among the finalists, there may be draws, and as long as there are more finalists in one or more categories. The score awarded by the Jury will represent 80% of the final grade of each of the finalists.
- 8.3.2. Likewise, the Jury appoints the winners of the Trend Prizes among the finalists. The winners are announced at the Innovation Contest Awards on September 23rd at the fairgrounds.
- 8.3.3. Next, the Jury chooses a trio (03) among the final candidates for the Best Innovative Product. The winners will be defined according to the score obtained in the Final Stage of the Contest (vote of the visitors in the fairgrounds).

- 8.3.4. The finalists are proclaimed as such at the Expoalimentaria 2022 Launch Press Conference.

8.4. FINAL STAGE

- 8.4.1. The products that have been proclaimed as finalists will exhibit their product at the Innovation Fair; which will take place on the days of the Fair (from 21 to 23 September 2022).
- 8.4.2. For the exhibition of the product, the organization of the Expoalimentaria Fair will make available a space within the Innovation Hall. Each company must take into consideration the number of samples to be delivered, as indicated by the administrative area of the Contest, in the corresponding term, quantity and place.
- 8.4.3. The samples that will be exhibited in the Innovation Hall must be delivered together with a Referral Guide **of September 19, 2022** in the **Fairgrounds** in the **Main Warehouse** area (See Annex 2).
- 8.4.4. The samples provided for the Innovation Hall are governed by the policy of non-return.
- 8.4.5. Of all the above, those companies that, having been finalists, do not deliver the samples in the corresponding term and place, will be automatically disqualified.
- 8.4.6. Within the Innovation Hall, an online voting center will be installed in which national and international visitors will have the opportunity to cast their vote for the most innovative product.

8.5. AWARD CEREMONY

- 8.5.1. On Thursday, September 22, 2022, a count of votes will be made until 5:00pm on the same day, which will represent 20% of the final grade of each of the finalists.
- 8.5.2. Next, the administrative area of the Contest will proceed to award the Innovation prize in each category among the finalists according to the score obtained in each of the stages.
- 8.5.3. Likewise, according to the triad chosen by the Jury, it will proceed to award the award to the Most Innovative Product according to the rating score obtained by the visitors.

- 8.5.4.** The winners are announced as such at the Expoalimentaria 2022 Preliminary Results Press Conference on Friday, September 23 at 4pm in the fairgrounds' auditorium (estimated time).

9. JURY

- 9.1.** The Jury has a mixed character, and is made up of personalities and institutions of recognized prestige from different fields participating in food innovation:

- Trade Promotion Institutions
- Food Industry Leaders: Chefs and Gastronomy Schools
- Technical Institutions: Academy and Government
- Sales Channels: Supermarkets, Retail Sector and Horeca Sector
- Specialised Media

- 9.2.** The Jury has the following powers:

- 9.2.1.** Interpreting the Bases.
- 9.2.2.** Disqualifying contestants who do not meet the requirements established by the Bases.
- 9.2.3.** Evaluating, according to the evaluation criteria detailed in section five, each of the candidates, in order to define the finalists of the contest.
- 9.2.4.** Designating the winners of the Trend Prizes among the final candidates, according to the evaluation criteria detailed in section five.
- 9.2.5.** Designating the triad (03) of finalists as the most innovative products, according to the evaluation criteria detailed in section five.
- 9.2.6.** All others that, in their opinion, are suitable for the performance of their duties.

- 9.3.** The installation quorum of the Jury is the majority of its members. Decisions are taken by a simple majority of the concurrent members. In the event of a tie in the vote, the person holding the chair shall tell me.

- 9.4. The members of the Jury, in case of being related to a participating candidacy or perceiving conflicts of interest, refuse to participate in the discussion and decision of a certain category.
- 9.5. By the mere fact of their registration, the applicants formalize their unconditional acceptance of these Terms and Conditions, as well as the decisions of the Jury.

10. SCHEDULE OF ACTIVITIES

The schedule of activities of the 11th Innovation Contest must be fully respected by the applicants, since failure to comply will be reason for automatic disqualification. Therefore, we recommend **foreign companies to take into account transit times, processing before Customs of the country of origin and destination**, among others.

Date	Detail of Activity
02 May	Publication of bases and Registration Form.
10 August	Deadline for registration to the Innovation Contest.
11 August	Submission of observations.
19 August	Deadline for the collection of observations.
31 August	Announcement of Semifinals of the Innovation Contest.
10 September	Announcement of Finalists of the Innovation Contest.
19 September	Single date of delivery of samples for the Innovation Fair (at the fair).
23 September	Award Ceremony of the Innovation Contest.

11. INFORMATION, CONFIDENTIALITY AND INTELLECTUAL PROPERTY

- 11.1. Information on the competition and the scope of these Terms and Conditions is provided through the Expoalimentaria 2022 (EA 2022) organising team.
- 11.2. Additional information and material submitted by contestants is received and maintained by the EA 2022 team on a strictly confidential basis. They are not communicated in any way to third parties or entities, nor are they return material.
- 11.3. The information presented will be treated as confidential by both the Technical Team and the members of the Jury.

- 11.4. The organizers reserve the right to mention the winning and finalists, as well as the information regarding their candidacies, in the publications that may be made about the 11th Innovation Contest.
- 11.5. The organizers reserve the right to publish the postulated files, always taking care not to disclose information of a strategic nature of the product.
- 11.6. The products submitted to this competition, the ideas and developments on which they are based must be the property of the company that submits them and it is recommended to patent them.

12. REFERENCES

For inquiries, please contact:

Fair Area - Social and Complementary Activities

Association of exporters, ADEX

T. (511) 618-3333 Ext. 6635 / 6636

E. expoalimentaria@adexperu.org.pe / Jackeline.elaluf@adexperu.org.pe /
diana.alarcon@adexperu.org.pe

CHAPTER II

REGISTRATION REQUEST

It is made up of several documents that companies must fill out:

1. REGISTRATION FORM

It includes the following:

- Details of the company submitting the application.
- Data of the participation in the fair.
- Details of the contact responsible for the competition.
- Details of the products and categories you are applying for.

A single application form must be completed for the total number of applications submitted in each category. Modifications are not allowed once the registration form has been subscribed. The registration form can be accessed at the following e-mail address:

<https://expoalimentariaperu.adexperu.org.pe/ConcursoInnovacionEN/Login>

2. AFFIDAVIT

Through it, the participants declare that they are subject to the terms and conditions of the competition and indicate the annexes submitted with the application. In this document, the participants declare under oath that the information provided on their candidacy, as well as on the company that presents it, is true and that, otherwise, they submit to disqualification of the Jury.

3. APPLICATION INFORMATION

- 1.1. It is the central part of the information that the company submits to the competition.
- 1.2. A document is made for each of the nominations (maximum 3).
- 1.3. Each of the fields must be completed without exception; in a timely and concise manner.

It includes the following:

- Data sheet: Product data

- Product Innovation Questionnaire
- Commercial Sheet (Completed by the company's Marketing area)

The Technical Teams and the Jury value, in a special way, the information or evidence that the contestants present to tangibly support the information of their application.

Participants may submit additional visual materials (videos, for example) of their own that may be used by the organizers in whole or in part for an adequate and brief presentation of the product(s) at the awards ceremony and in publications related to the competition. These materials do not require to have been specially developed or prepared for this competition and, like the other materials submitted by the participants, are not returned at the end of the competition.

4. ANNEXES

The annexes include necessary information to be submitted on the application, which best describes and complements the application process. The annexes do not replace the general information of the nomination, from which the Jury evaluates.

The annexes must be submitted within the deadline established for the application of the contest (deadline: August 1). The annexes are evaluation material and the lack of one or more documents will determine the application as null and void and will be an impediment to the transition to semifinal. The annexes are delivered for each of the participating products.

The annexes contain the following:

- Product and/or company logo in Illustrator or PDF format (indicate if the logo is of the company or product).
- Product and/or company logo in JPG or TIFF format in 300dpi resolution and size 20 x 20 cm.
- Flowchart of the product manufacturing process.
- Image of the label and presentation of the product.
- (03) Photographs of the product at different angles (white background) in resolution of 150dpi and size 1200 x 1000px.
- Copy of the current Sanitary Registry issued by the corresponding entity of each country.
- Twenty (20) Product samples for evaluation, which will be used in their entirety.

5. PRESENTATION FORMAT

The documents of the application(s) will be submitted electronically, without exception and on a mandatory basis, through the virtual platform of the Contest:

All the documents listed below must be completed and uploaded, if applicable, to the virtual platform within the deadlines established above.

- Affidavit signed and stamped by the Legal Representative, duly scanned and sent in PDF format.
- Information about the application.
- Annexes
 - Product and company logo in Illustrator or PDF format.
 - Product and company logo in JPG or TIFF format in 300dpi resolution and size 20 x 20 cm.
 - Flowchart of the product manufacturing process.
 - Image of the label and presentation of the product.
 - Three (03) Photographs of the product at different angles (white background) in resolution of 150dpi and size 1200 x 1000px.
 - Copy of the current Sanitary Registry issued by the corresponding entity of each country.

The files will be saved as follows:

Product and Company Name_File Description

For example:

- *Leche Forticalcio de Pepita_Fotografía 1.jpg*
- *Leche Forticalcio de Pepita_Declaración Jurada.pdf*

6. PRESENTATION OF SAMPLES (PHYSICAL PRESENTATION)

These will be sent in a box or packaging duly sealed and labelled under the format attached in Annex No.2.

If the product requires cooling, it must be sent in an isothermal or EPS box, in which – in addition to the data recorded above - it must detail the time that the product can remain in the box and the limit temperature of the product (that which cannot be exceeded).

ANNEX No. 2

LABELING FOR SAMPLES:

*Señores
Expoalimentaria
Atte.: Área de Actividades Sociales y Complementarias*

**11° CONCURSO DE INNOVACIÓN
EXPOALIMENTARIA 2022**

Category: (Indicate the name of the category in which it participates)

Product:

Name / Company Name of the Applicant Company:

*No. of Samples per Box

* Storage considerations (No. of maximum stackable boxes allowed,
storage temperature, etc.)