



## MSc Health Food Innovation Management Campus Venlo

### Why this programme?

Are you interested in developing new food and nutrition solutions to optimise health and prevent and treat disease? Would you like to know how a health food product goes from being just an idea to being launched in the market? And would you like to be involved in creating commercially viable foods that are both tasty and healthy? Then Health Food Innovation Management (HFIM) is the programme for you.

The programme is offered at Campus Venlo. Teaching is provided by academic experts and by professionals from the international food and beverage industry. In order to prepare you for careers in the industry, we will not only teach theories, but also put these into practice on business-to-business food fairs. These international fair visits are embedded in the curriculum. They provide you with the opportunity to facilitate your work on health food innovations, create business networks and open new perspectives on new health food -and business opportunities.

### What will I learn?

This programme will give you:

- in-depth multidisciplinary insight into the food innovation process, with a focus on improving health and preventing disease
- the ability to merge biomedical and consumer sciences data in new ideas that are beneficial to consumers and economically attractive
- the skills needed to design nutrition and health-scientific research, and translate the findings into new products, validated health-benefit claims and smart marketing concepts

### Student profile

As well as the standard admission requirements (see our website), you will need:

- a solid background in life sciences with specific knowledge on human's nutrition and health
- an open mind and eagerness to discover new disciplines interacting in food innovation
- the ambition to pursue a career in health food innovation, consumer behaviour research, (food) business management, and/or food products regulations, either in science or in the food and beverage industry

### Courses & curriculum

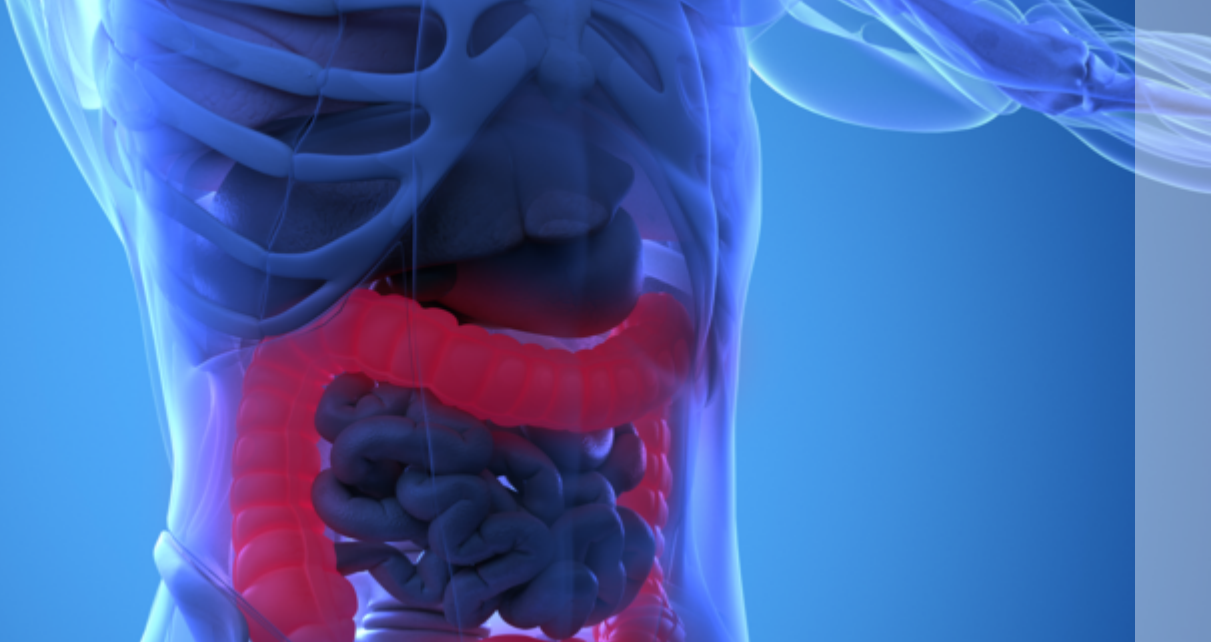
#### First year courses

- Food innovation to manage health and disease
- Consumer understanding and behaviour
- Food product creation
- Biomedical methods and analytics
- Project management (Skill training)

#### Second year courses

- Scientific and legal regulation of food claims and food product innovations
- Health food business creation (Skill training)





### Your future

HFIM graduates will be able to independently develop and implement innovation and entrepreneurial activity at all levels of the food and beverage industry and academic food research.

### Food industry

Many graduates have found positions in:

- Project Management
- Global Regulatory Affairs
- Academic Research
- Health & Nutrition
- Consumer Investigations
- Marketing & Sales

### Research

Up to approximately 10% of HFIM graduates pursue a scientific research career at a university, in any of the 4 key domains of the programme. Some examples of PhD projects conducted by HFIM alumni are:

- The effects of pre- pro- and synbiotics in healthy adults and elderly people
- Satiety induction by dietary supplements
- Consumer perception of health food
- Nutrition information usage in food choices
- Health claim regulation

### HFIM Highlights

- HFIM combines nutrition and health with business and management, consumer sciences and food law
- Integrated academic-industrial learning programme
- Site visits to international food fairs, the European Commission and businesses
- Extensive internship which prepares you for a career in the food and beverage industry
- Small-scale, personalised education & international academic community
- Only programme of its kind in the world

Since 2009, this MSc programme is given exclusively at Maastricht University Campus Venlo. The central theme of this campus is the development of healthy, safe and sustainable food and nutrition. The programme is offered by the Faculty of Health, Medicine and Life Sciences, Maastricht University

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### Fast facts

- 2-year, full-time master's, taught in English
  - Starts in September
  - Graduate with a MSc degree
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## Contact

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[www.twitter.com/UMCampusVenlo](https://www.twitter.com/UMCampusVenlo)

## Visit us in Maastricht

Master's open day - 21 November 2020