“ Innovative experience in seafood product of Angulas Aguinaga S.A.“

José Luis Hurtado

Quality and R&D Department

ANGULAS AGUINAGA, S. A.

VIDEO

ANGULAS AGUINAGA, S.A.

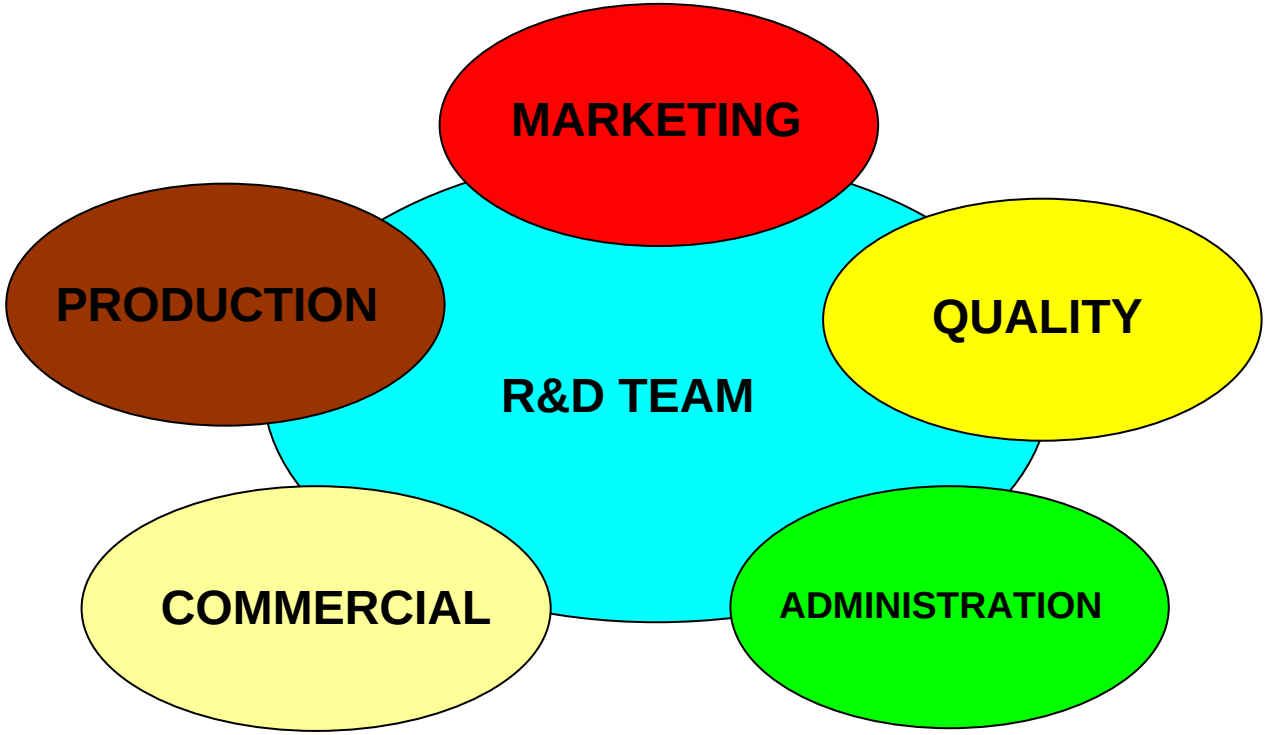
INNOVATION, the only way

LA GULA® DEL NORTE

ANGULAS AGUINAGA,S.A.

R + D + i + MK

R&D Team: Interdepartmental relationship



ANGULAS AGUINAGA,S.A.

For us, most of the time, innovation is:

“TO BE AWARE”

The experience of ANGULAS AGUINAGA, S. A.

Three innovation levels

- Breaking innovation

- Incremental innovation

- Continuous improvement

ANGULAS AGUINAGA,S.A.

BREAKING INNOVATION

LA GULA® DEL NORTE

ANGULAS AGUINAGA, S.A.

INCREMENTAL INNOVATION

Krissia

INCREMENTAL INNOVATION

SoloLomoS®

CONTINUOUS IMPROVEMENT

The experience of

ANGULAS AGUINAGA, S. A.

Is it a risk to innovate?

The experience of

ANGULAS AGUINAGA, S. A.

Risk of Innovation

90% of new products fail

The experience of

ANGULAS AGUINAGA, S. A.

RISK OF NO INNOVATION

✓Another companies will innovate and you will be out of the market.

ANGULAS AGUINAGA,S.A.

R&D Successes and failures

LA GULA DEL NORTE
TXANNORTE
ISKRA
TURBOT ACUICULTURE
KRISSIA
COCINA AGUINAGA
SOLOLOMOS

ANGULAS AGUINAGA,S.A.

OUR RECIPE

GOOD R&D TEAM

R&D BUSINESS CULTURE

COLLABORATION WITH TECHNOLOGICAL CENTRES

SUPPLIERS COLLABORATIONS

TASK DEDUCTION AND SUBVENTIONS

TO PATENT

RETAIL COLLABORATION

COMMUNICATION

ANGULAS AGUINAGA,S.A.

Thank you very much

Mange takk