



# Unlimited opportunities

In three days she is flying to Jordan, Syria and Iran. A holiday? "No, work." For Sandra Roefs, product developer at DMV-Campina, the world does not end at the Dutch border. At the Anton Jurgens Institute she develops unlimited opportunities

As a child she wanted to learn all there is to know about the bakery industry. She started by doing an intermediate bakery vocational training. After that she graduated in Food Technology at HAS Den Bosch. That is how Sandra ended up at DMV-Campina in Wageningen in 2006. Within the department of Product Development she works for Technical Sales Support and maintains contacts with large suppliers of bakery ingredients. Going to the Anton Jurgens Institute was a logical step for Sandra. "It made sense; I wanted to go further in innovations and business." She likes to use a very appropriate English proverb to express her ambition: 'We don't want a slice of cake, we want the whole bakery.' She has now done five months of the Master course. What are her first impressions? "I think it is great to link food, health, business and marketing. Also the Master Clinics, where we get to meet experts, appeal to me. These meetings are very important for my network."

## Innovations

In her opinion the so-called Business Creation Projects have most to offer. Groups of students - teaming up with companies and knowledge institutes - develop innovations in Food & Health, which they then transform into a realistic business and marketing plan. The final destination here is the market. Together with a fellow student and a counsellor from the Anton Jurgens Institute, Sandra has been working on such a Business Creation Project for a few months. "The main thing I am learning is how to deal with all kinds of information sources, varying from profoundly thinking scientists to fast-moving marketing executives. The challenge is to analyse the usefulness of all collated information. What has business opportunities and what has not? You must be able to decide what to keep and what to throw out. The high time pressure makes it more exciting and more realistic."



## Patience

She cannot disclose much about her Business Creation Project. This is her diplomatic response: "Please have a little patience. I can tell you that we expect a lot from it. It is a viable concept. For now it is intended for the Dutch market, but it could work in England and the United States as well." She laughs and says: "Yes, I may have to go on yet another journey."

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