



**Sectoral Operational Programme „Increase of Economic Competitiveness”
- co-financed within European Regional Development Fund
„Investments for your future”**

PRESS RELEASE

regarding the initialling of the project entitled
"Active combat of metabolic deficiencies by introducing on the market the research and development results in the food industry / DIABETIX"

Bucharest, 22.12.2011

S.C. NUTRITION RESEARCH & DEVELOPMENT – S.R.L., located in Bucharest, 3st District, 1 Liviu Rebreanu Street, Commercial Complex A11, Ground Floor, Postal Code 031771, is leading, since 06.12.2011, the project entitled "Active combat of metabolic deficiencies by introducing on the market the research and development results in the food industry / DIABETIX", co-financed within European Regional Development Fund, through the financing contract between S.C. NUTRITION RESEARCH & DEVELOPMENT – S.R.L. and National Authority for Scientific Research as Intermediary Body, for and on behalf of the Ministry of Economy, Commerce and Business Environment as Management Authority for Sectoral Operational Programme „Increase of Economic Competitiveness” (SOP – IEC), Priority Axis 2 – Operation 2.3.1. „Support for high-tech start-ups and spin-offs”.

The overall budget of the project is 1.216.108 RON, of which 833.200 RON grant assistance (691.556 RON from ERDF and 141.644 RON from National Budget).

The project is being implemented in Bucharest, during 15 months, at S.C. NUTRITION RESEARCH & DEVELOPMENT – S.R.L. subsidiary located in 3st District, 1 Liviu Rebreanu Street, Commercial Complex A11, Ground Floor, Postal Code 031771.

The project's objectives are:

- The design, development and launch on the market of a range of dietary biscuits, based on an innovative composition as a result of an intense research - development, called DIABETIX, addressed to the nutritional food industry as nutritional basis for people suffering from diabetes type II, to improve the health of people with metabolism deficiencies caused due to the level of insulin in the body;
- The development, expansion and marketing at national level of an innovative alimentary product for about 15,000 registered customers during the implementation period of the project, out of which 600,000 people in Romania, registered with metabolism deficiencies of type II diabetes, respectively about 5% of the population.

Further details can be provided by:

S.C. NUTRITION RESEARCH & DEVELOPMENT – S.R.L.

Carmen – Mihaela MIHĂLCIOIU

Project Manager

Tel./Fax: 021/6487059, e-mail: office@nutritionforyou.eu

Contracting Authority: NASR-GDIB, Bucharest, 1st District, 21-25 Mendeleev Street, Tel./Fax 021/3183060