

## Technology Road Map for Functional Food Industry in Jeju Island

Jaeho Hyun

TechnoValue Co. E-mail: [hyunjaeho@technovalue.com](mailto:hyunjaeho@technovalue.com)

Functional foods are growing in demand by health-conscious consumers looking to improve their health and prevent disease associated with growing older. With more scientific support, functional foods will only grow and prosper.

Jeju Province and Jeju High-Tech Development Institute have laid down the “10-year Plan for Jeju Bio-industry and Technology Development”. In that plan, four field of industry are chosen for Jeju strategic industry. The criteria for selection of Jeju strategic industry were (1) the accordance with the clean image of Jeju Island, (2) the capability of industrialization with application of bio-resources in Jeju island, (3) the feasibility of entrance into rivalry with advanced countries when an intensive investment is given in the scientific and technological infrastructure, and (4) the degree of connection between the primary industry and the tertiary industry in Jeju. The functional food industry was selected as one of the Jeju strategic industry based on its accordance with the clean image of Jeju island and its connection with the tourist industry.

The functional food industry is dynamic and is quickly making a transition from niche market status to the mainstream. The functional food industry in Jeju can take advantage of it and can follow the trend of the times. To achieve the technological innovation in Jeju-functional food industry, the discriminative strategy needs to be developed. The strategic points are, (1) construction of the HTS (High-throughput Screening System) to find bioactive compounds from the thousands of samples in a short period of time, (2) construction of Jeju biological resources bank and database accessible for business, (3) intensive research on the folk remedy and scientific examination of the traditional way of cure, (4) development of nutraceuticals and pharmaceuticals through the execution of safety and efficacy test.

The several catalogue of products strategically selected for functional food industry in Jeju and a comprehensive TRM (Technology Road Map) for those products will be presented in this symposium.