

Case Study

McCain Foods Scouting Project

OVERVIEW

McCain Foods, a global food processing leader, partnered with us to identify cutting-edge technologies that align with its operational and strategic objectives.

The project produced a preliminary list of 28 Canadian companies, with five selected for presentations. This initiative led to three in-depth discussions and one successful collaboration, showcasing the value of targeted innovation scouting.

The positive feedback from McCain Foods has led to another scouting project between CFIN and the anchor company.

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Partnering with CFIN has been invaluable in our quest for innovative solutions. The presentations and interactions with CFIN and presenting companies have offered a fresh perspective on potential advancements in our industry. This project reinforces our commitment to exploring new technologies to drive our business forward.

Joe Lake (McCain)

Our collaboration with McCain Foods showcases the value of our work in scouting and connecting innovative Canadian companies with the country's biggest anchor firms. This project demonstrates how CFIN supports multinationals by identifying cutting-edge technologies that align with their strategic priorities, fostering innovation, and driving growth within the Canadian food industry.

Dana McCauley (CFIN)

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If you're interested in partnering with CFIN, reach out to us at info@cfin-rcia.ca

