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Rutgers University Food Innovation Center Receives International Honor

BRIDGETON, NJ – The National Business Incubation Association has awarded the NBIA Soft Landings International Incubator designation to the Rutgers University Food Innovation Center, a business incubator serving New Jersey.

Through its Soft Landings program, NBIA recognizes business incubation programs that are especially capable of helping nondomestic companies enter the incubator's domestic market. The Rutgers University Food Innovation Center was selected for the program because of its slate of business services for nondomestic firms and its demonstrated success at helping these firms enter the U.S. market, said Randy Morris, NBIA director of member services.

Business incubation programs like the Rutgers University Food Innovation Center catalyze the process of starting and growing companies by providing entrepreneurs with the expertise, networks and tools they need to make their ventures successful. Incubating nondomestic firms takes more than the standard set of incubation services, however. "The Soft Landings designation recognizes an incubator's focus on welcoming nondomestic firms into its domestic market with translation services, help cutting through governmental red tape, access to capital, domestic market research and other programs," Morris said.

A panel of experienced incubator managers evaluated the Soft Landings applications. According to Morris, the judges were impressed with the Rutgers University Food Innovation Center's unique support for nondomestic firms.
NBIA’s Soft Landings designations are effective for two years; programs must reapply biennially for continuing designation. There is no cap on the number of designations available in a given year or over time. The Rutgers University Food Innovation Center joins just 25 other business incubation programs from around the world that currently hold the designation. NBIA began the program in 2005.

The National Business Incubation Association is the world’s leading organization advancing business incubation and entrepreneur support. For more information about the NBIA Soft Landings program, visit www.nbia.org/member_services/soft_landings/.

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