



Automation, robotics or AI, among the technologies that most help the efficiency in the food industry

Food 4 Future - Expo Foodtech will bring together 280 exhibiting companies, more than 8,000 professionals and 450 experts from 16 to 18 April in Bilbao, Spain

Cybersecurity, generative AI, robotics, automation and big data will be some of the technologies applied to the food industry that will be discussed at the Plant Managers Summit

Madrid, March 1st, 2024 – From 16 to 18 April, representatives of the most important companies in the food sector will be at [Food 4 Future - Expo Foodtech 2024](#) to present the most interesting trends and experiences in the application of the latest 4.0 technologies to their production processes. The aim is to improve productivity, energy efficiency and promote the decarbonization of the food industry.

Once again, Food 4 Future World Summit will have an agenda dedicated to plant managers, the **Plant Managers Summit**. This meeting will take place during the three days of F4F - Expo Foodtech 2024 and will be attended by leading representatives of the technology sector and food and beverage manufacturers.

Robotics, process automation and artificial intelligence in the food industry will be some of the topics to be addressed by Óscar Palacín, Robotics Researcher at **Eurecat**, and Vicente Segales, Industrial Director at **Frit Ravich**. In addition, Imanol Vidal, Plant Director at **General Mills**, and Luis Manuel Martínez, Food & Beverage Vertical Market Manager at **Beckhoff**, will address the impact of automation on production processes. Eduard Marfà, from **Siemens**, and Anders S. Kristensen, CEO of **Blendhub**, will analyze the strategic integration of robotics to improve efficiency, precision and overall production management in the food industry, as well as the applications of robotics in tasks such as packaging, assembly and logistics, highlighting the advantages of automation to optimize workflows.

On the other hand, **generative AI** and the revolution it is bringing about in plant operations will also have a very prominent presence at the Plant Managers Summit. Especially for its transformative impact on process optimization, predictive maintenance and data-driven decision-making within manufacturing plants.

Concerns about **cybersecurity**, including the critical need for robust cybersecurity measures to protect sensitive data, production processes and the overall integrity of food plants will also be discussed by executives from different companies in the sector.

Sustainability and energy efficiency

Food waste, as well as sustainability and water efficiency will also be addressed by companies such as **Leche Gaza** and the **Acor Cooperative**. The session will emphasize the importance of adopting impactful measures, such as the implementation of water-saving technologies and the promotion of responsible water consumption throughout the food industry chain.



On the other hand, the strategic adoption of smart grids and renewable technologies to improve operational resilience and **energy efficiency** and the importance of implementing controlled processes in food production will also be on the table, as well as the arrival of disruptive technologies in food production or preservation, or the **applications of robotics in tasks** such as packaging, assembly and logistics to optimize workflows.

Executives from leading firms in the food and beverage sector such as **Campofrío, Heineken, Coca-Cola, Danone, Vichy Catalán, Nauterra (formerly Grupo Calvo), Angulas Aguinaga, Mahou San Miguel, and Sanygran**, among others, will also share their strategies and success stories in the application of technologies to face the current challenges of the sector at the Food 4 Future World Summit.

About [Food 4 Future – Expo Foodtech](#): F4F - Expo Foodtech (April 16-18, 2024, Bilbao, Spain) is the innovation event for professionals of the entire food industry value chain. For three days, F4F - Expo Foodtech will bring together, at the Bilbao Exhibition Centre (BEC), more than 8,000 food industry professionals and 250 exhibiting firms to present the latest solutions in foodtech, robotics and automation, processing and packaging machinery for the different segments of the food industry, as well as food safety and food science. In addition, it will host the Food 4 Future World Summit, the largest European congress in which to discover the latest trends, success stories and tools to transform the food and beverage industry from the hand of more than 450 international experts. F4F - Expo Foodtech is organized by NEBEXT and AZTI. This year, F4F - Expo Foodtech 2024 will be held simultaneously with Pick&Pack for Food Industry, the only event in Spain specializing in packaging and logistics solutions for the food industry.