



FoodTech Startup Forum will discuss open innovation and opportunities for scalability of startups

FoodTech Startup Forum, which will be held as part of Food 4 Future - Expo Foodtech from 16 to 18 April in Bilbao, Spain, will showcase the most disruptive projects that are transforming the food industry

More than 40 international investment funds, technology clusters and the food sector as a whole will meet at Food 4 Future to share growth strategies

Madrid, 11 April 2024 - [Food 4 Future - Expo Foodtech 2024](#), the leading international food innovation event to be held from 16 to 18 April in Bilbao, Spain, together with [Pick&Pack for Food Industry](#), will feature an essential event for startups: the [FoodTech Startup Forum](#). The three-day event will highlight the role of entrepreneurial talent and the solutions developed by startups that contribute to the transformation of the food business ecosystem.

Food 4 Future will also be **the meeting point where more than 200 startups from all over the world** in the fields of Agrotech, Industry 4.0, Automation, Refrigeration and Climate, Food Processing, Food Packaging and Food Science **will present their most disruptive projects** to more than 40 international investment funds, global technology clusters and the food sector.

The Food Startup Forum will also debate the hottest issues affecting entrepreneurial talent, with a focus on how to ensure that **the industry's technology startups achieve the desired 'scalability'**. During the event, success stories of startups that have managed to establish themselves in the market through strategic collaborations with partners that drive their products or digital tools will be presented. Frederik Ploug Sjøgaard, Senior Investment Associate at **RockStart**; Tunyawat Kasemsuwan, Group Director, Growth and Partnerships at **Thai Union Group**; Jesus Deusa, Venture Analyst at **Plug and Play** and Amparo San José, Entrepreneurship programs for southern European countries at **EIT Food**, will discuss the keys to accelerating the growth of startups, while representatives of funds such as **Cardumen Capital**, companies like **Cocuus** and the **UCAM HiTech** innovation centre will also give their testimonials.

Collaboration to increase innovation

Food 4 Future, and especially through FoodTech Startup Forum, is positioned as the meeting point where all the agents and experts in the sector come together and promote the current of open innovation, based on collaboration between different actors with a view to **driving disruption at all levels**. Undoubtedly, this is a concept that is becoming increasingly relevant in the food industry and that will have prominence in the meeting through different sessions where Pedro de Álava Horcajo, VC Fund Manager of **Tech Transfer Agrifood Fcr (Clave Capital)**, or Jose Antonio Riquez, Director of Innovation and Business Development at **COVAP** will discuss what works and what does not work in open innovation itself.

Ernesto Aguiar, Global Head of **Tastech by Sigma**, will share his experience in cooperative work between startups and corporations with the aim of achieving mutual success, while Unai Sardón, Open Innovation Manager at **Eroski**; Ruben Hidalgo, Open Innovation Director at **CAPSA** and Alejandro Arranz, Director of Corporate Venture and New Technologies at **Mahou San Miguel**, will reflect on Corporations and investment funds in agri-food technology.



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.