



**POST SHOW REPORT**

**16-18 APRIL 2024**  
**BILBAO - BEC**



**FOODTECH 6.0**

**AUTOMATION - SUSTAINABILITY - DIGITALIZATION**

**EMPOWERING FOOD  
PACKAGING & LOGISTICS**

[www.expofoodtech.com](http://www.expofoodtech.com)

[www.pickpackexpo.com](http://www.pickpackexpo.com)



# FOOD 4 FUTURE & PICK&PACK, THE LEADING TECHNOLOGY WEEK FOR THE FOOD INDUSTRY



**9,037**  
IN-PERSON VISITORS,  
FROM 34 COUNTRIES



**482**  
SPEAKERS



**287**  
EXHIBITORS

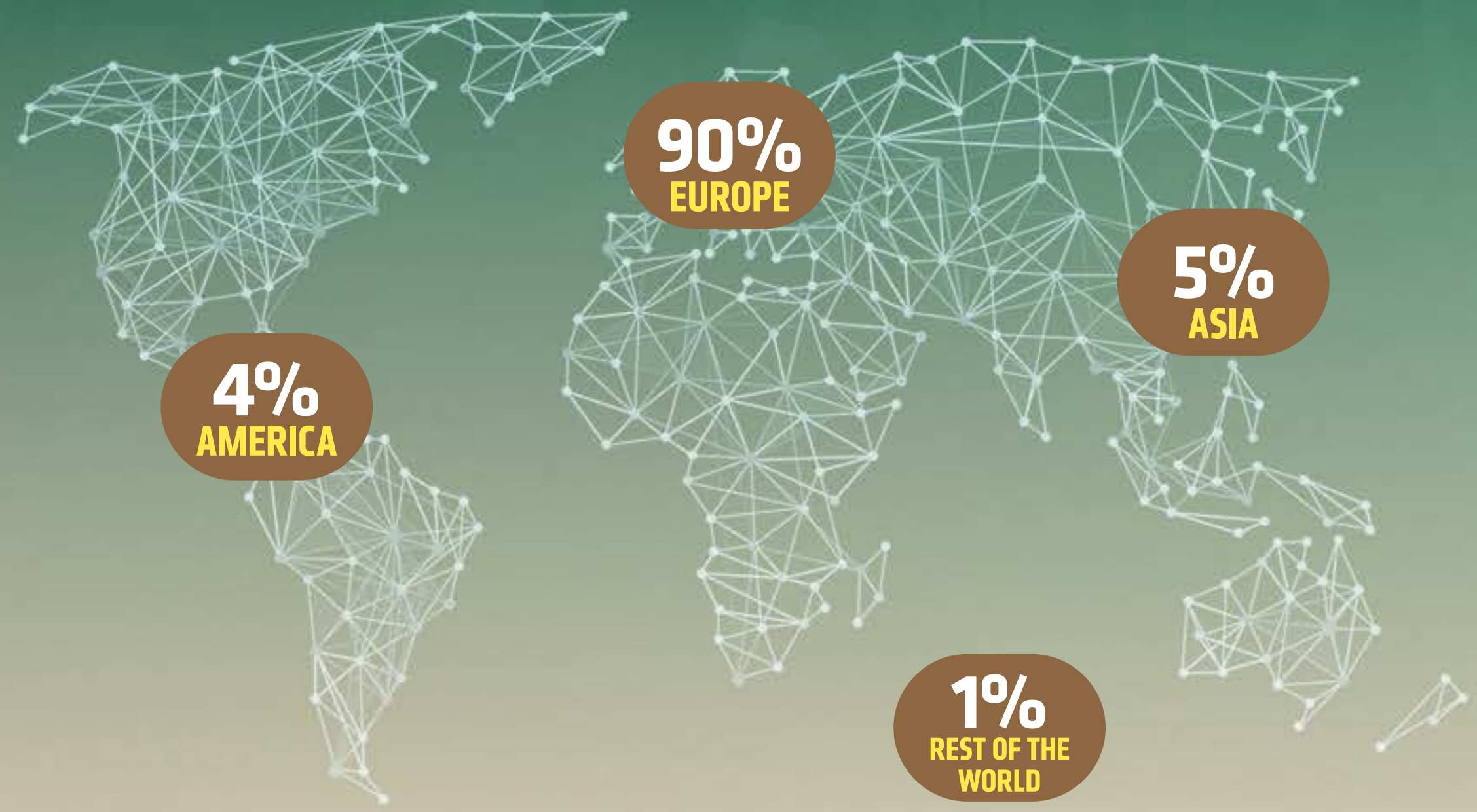


**102**  
MEDIA PARTNERS

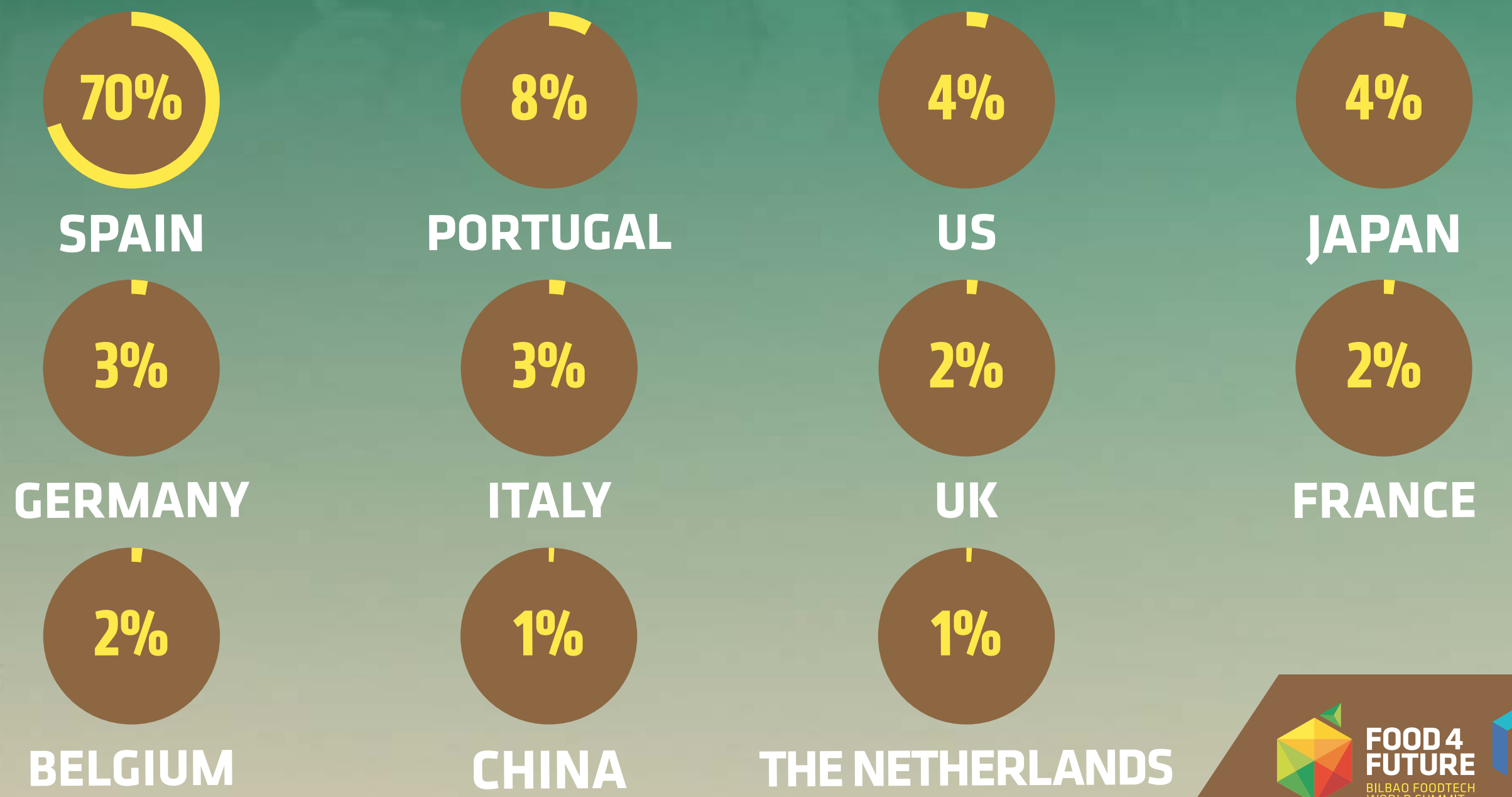


**124**  
NATIONAL  
& INTERNATIONAL  
ASSOCIATIONS

## VISITOR'S ORIGIN



## VISITOR'S COUNTRY





# WHO HAS VISITED US

## VISITOR'S PROFESSIONAL PROFILE

29%

C-LEVEL / PRESIDENT

8%

CIOs

31%

DIRECTOR /  
HEAD OF DIVISION

21%

PLANT MANAGER

11%

SPECIALIST

## SEGMENTS OF THE INDUSTRY



24%  
MEAT



20%  
BEVERAGES



16%  
DAIRY



15%  
SEAFOOD



12%  
BAKERY



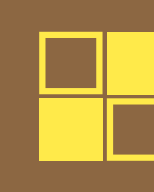
7%  
CANNED  
FOOD



3%  
AGRICULTURE



2%  
OIL



1%  
OTHER

## COMPANY SIZE BY NUMBER OF EMPLOYEES



- 1-50 33%
- 51-250 32%
- 251-1000 23%
- +1000 12%

## AREA OF RESPONSIBILITY

23%  
C-LEVEL & GENERAL MANAGEMENT

14%  
OPERATIONS & ENGINEERING

3%  
PURCHASING

22%  
PLANT & PRODUCTION MANAGER

13%  
QUALITY & FOOD SAFETY

1%  
OTHER

18%  
RESEARCH & DEVELOPMENT

6%  
IT DEPARTMENT



# LEADERS AND COMPANIES CHOOSE US

3,800 LEADING COMPANIES VISIT FOOD 4 FUTURE - EXPO FOODTECH & PICK&PACK

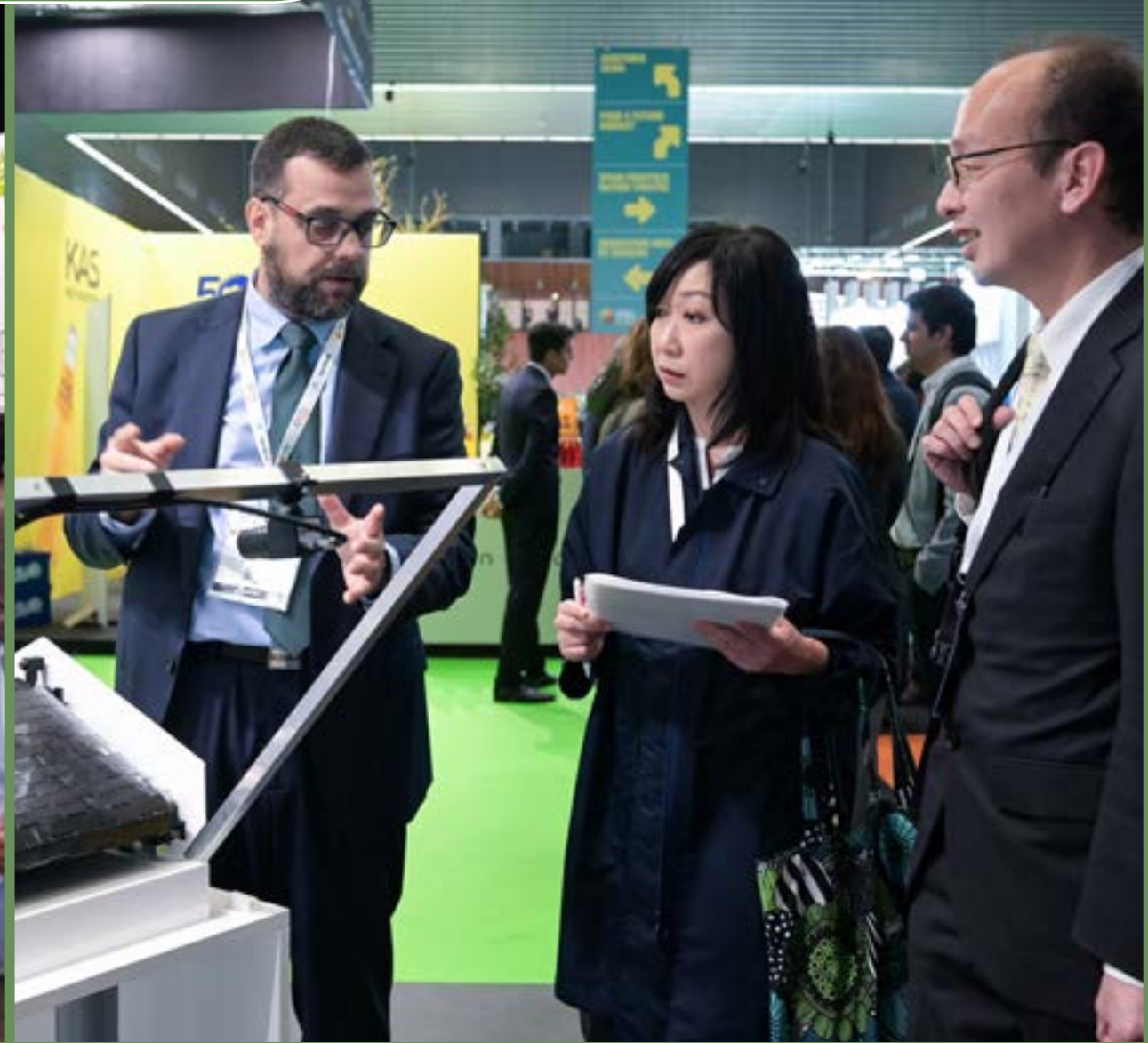






[VIEW GALLERY HERE](#)

# UNITING LEADERS FROM THE FOOD AND BEVERAGE INDUSTRY





# 2024 EXHIBITORS

## SPECIAL THANKS TO OUR PARTNERS

### GLOBAL PARTNERS



### EVENT PARTNERS



### INDUSTRY PARTNERS LEADERS



### INSTITUTIONAL PARTNERS



# EXHIBITION PLAN



EXHIBITOR	STAND
3D ESSENCE FOOD	1F600
3TOP	1D401
ACUSTOFAB	1A100 - 1C317
AER AUTOMATION	1F609
AGERPIX TECHNOLOGIES	1D401
AGRICOLUS	1D401
AGROBANK	1F624
AGROBANK TECH DIGITAL INNOVATION	1D401
AGROCAPTUR	1D401
AGRODATO	1D401
AGROLINERA ASTUR	1D401
AGRUPACIÓN DE EMPRESAS DE ALIMENTACIÓN	CONGRESS
AGUAS DE CABREIROA	1F633
ALFA LAVAL IBERIA	1G741
ALIMENTOS SANYGRAN	1A100 - 1C301
AMARELA LEAF WHEY	1C341
AOTECH	1F608
APLTA - AULA DE PRODUCTOS LÁCTEOS Y TECNOLOGÍAS ALIMENTARIAS	1C341
APONIC INTERNATIONAL	1C317
ARITEX	1F609
ASOCIACIÓN DE BEBIDAS REFRESCANTES	CONGRESS
ASOCIACIÓN DE CERVECEROS DE ESPAÑA	CONGRESS
ASOCIACIÓN DE EMPRESAS DE CARRETTILLAS ELEVADORAS	CONGRESS
ASOCIACIÓN DE INDUSTRIAS DE LA CARNE DE ESPAÑA	CONGRESS
ASOCIACIÓN DE LATAS DE BEBIDAS	CONGRESS
ASOCIACIÓN EMPRESARIAL PARA EL DESARROLLO E IMPULSO DE LA MOVILIDAD ELÉCTRICA	CONGRESS
ASOCIACIÓN ESPAÑOLA DE FABRICANTES DE ENVASES, EMBALAJES Y TRANSFORMADOS DE CARTÓN	CONGRESS
ASOCIACIÓN ESPAÑOLA DE PROFESIONALES DE COMPRAS, CONTRATACIÓN Y APROVISIONAMIENTOS	CONGRESS
ASOCIACIÓN MULTISECTORIAL DE EMPRESAS DE ALIMENTACIÓN Y BEBIDAS	CONGRESS
ATS-TANNER SISTEMAS DE ENFAJADO	1D411
AVOLUTION LAB	1A100
AWEVO FOODS	1A100
AYUNTAMIENTO DE BILBAO	1G725
AZTI	1F617
AZTI INNOVA SHOWROOM	1H833
BASQUE FOOD CLUSTER	1F632
BASQUE RESEARCH & TECHNOLOGY ALLIANCE	CONGRESS
BCC INNOVATION	1G721
BEAZ	1F601
BECKHOFF AUTOMATION	1D413
BIO2COAT	1C325 - 1D401 - 1F608
BIOGA	1C341
BIOGREEN ROAD	1A109
BIOMERIEUX	1H817
BIOMIXING	1C325
BIOPROCESIA	1I900
BLENDBUB	1F600
BLOCKNITIVE	1D401
BLUANA FOODS	1A100
BLUEMING BIOTECH	1D401
BOSCH REXROTH	1F609
BREAD FREE	1A100
BUSINESS FACTORY FOOD: BFFOOD	1C341
CAMPOFRIO SMART SOLUTIONS	1F633
CDTI	1B204
CEIN	1C333
CEIPIEMONTE	1D425
CENTRO ESPAÑOL DE LOGÍSTICA	CONGRESS
CHEMOMETRIC BRAIN	1F600
CHRISTEYNS	1G717
CLÚSTER DE MOVILIDAD Y LOGÍSTICA, MLC ITS EUSKADI	CONGRESS
CLUSTER FOOD+I	1C301
CNTA	1G745
COCODON	1C325
COCCUUS SYSTEM IBÉRICA	1G709 - 1A100
COLAB4FOOD	1D433
COLORSENSING	1F608
CONGOST PLASTIC	1I901
CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS (CSIC)	1H829
CONTACTICA	1G733
CORPORATES INNOVATION HUB BY AZTI INNOVA	1F633
CRESAVA	1C309

EXHIBITOR	STAND
CSB - SYSTEM	1E532
CUONCROP K.K.	1C309
DE OTRO COSTAL	1J007
DESTAKANDO	1I935
DAIRYPET	1C341
EATABLE ADVENTURES	CONGRESS
ECOMEBES	CONGRESS
EIT FOOD	1F608
ENISA	1B208
ENPLATER GROUP	1J008
ESCUELA SUPERIOR DE HOSTELERIA DE BILBAO	1G725
EUSKADI BASQUE COUNTRY	1F616
EXPONENTIA	1H805
FARMER CHARLIE	1C317
FATE	1C301
F-EAT	1C309
FEDEPESCA	CONGRESS
FEDERACIÓN ESPAÑOLA DEL VINO	CONGRESS
FEDERACIÓN NACIONAL DE INDUSTRIAS LÁCTEAS	CONGRESS
FEDIMA	CONGRESS
FEGEMU SOLUTIONS	1F609
FIAB	1A105
FOODIQ	1F600
FOSS	1H812
FREEFOOD	1C301
FRUIT & FOOD PRODUCTS	1C333
FUJITSU	1H825
FUNDACIÓ EURECAT	1F640
FUNDACIÓN ICIL	CONGRESS
GEA	1D429
GENBIOMA APLICACIONES	1C333 - 1F608
GIMATIC IBERIA	1F609
GIMME SABOR - GUIMARAMA DREAM FOOD	CONGRESS
GRADHOC SMART	1C341
GRIVUM	1A100
GRUPO CAUSO	1J004
GRUPO INTEREMPRESAS	1I912
GRUPO SPRI	CONGRESS
HAYAKAWA SHOYU MISO	1C309
HAZI	1F616
ICEX	1C325
ICEX DESAFIA MARKET	1A100
ICZIA ENGINEERING	1D401
IFR SAU	1F641
ILSI EUROPE	CONGRESS
IMES3D	1H804
INDESPAN	1J015
INDO LIGHTING	1C317
INGREDALIA	1C325 - 1D401
INKA PALET	1H804
INNOMY	1C325 - 1F608
INSPECTRA	1H832
INTEMIC	1A109
ISANATUR	1C333
ISAUKI - PLANT - BASED SEAFOOD	1A100
ITENE	1J016
J2 SERVID	1H804
KAICO	1A100
KARME NATURE	1J012
KÉ WATER	1A100
KEEPCOOL	1D401
KIMATIC	1G705
KISUI TECH	1C309
KM ZERO VENTURING	1A101
LCC (LEAN COMPACTING COMPANY)	1F600
LET IT V FOODS	1A100
LEV2050	1D421
LEVPROT BIOSCIENC	1C301
LIBRE FOODS	1A100
LOGICMELT	1C341
LOGÍSTICA PROFESIONAL	1H836
LOGMEAL	1A109
LOV FERMENTS	1A100
LUCAS BIOTECH: GRUPO AGRO LUCAS	1D401
LYRAS	1I904

EXHIBITOR	STAND
MAASH SA	1A109
MAFF - FIELD FOR KNOWLEDGE INTEGRATION AND INNOVATION	1C309
MAKEAT	1C301
MARUKOME	1C309
MASERGRUP	CONGRESS
MICROFY SYSTEMS	1F608
MINISTERIO DE AGRICULTURA, PESCA Y ALIMENTACIÓN	CONGRESS
MIWI	1A100
MMMICO	1C325
MOA FOODTECH	1A100 - 1C333
MODULAGROFARM	1H813
MOMMUS	1A100
NAECO	1H809
NATUR ALL	1F633
NAWATTIA	1C333
NCYC YEAST	1C317
NEBODA FARMS	1D401
NEOGEN	1H801
NEORADIX	1D401
NEWHEAT	1I913
NINJAFOODS	1C309
NTENTE	1C341
NUCAPS	1C301 - 1C325 - 1C333
NULAB	1C333
ODS PROTEIN	1C301
OH GREENS	1A100
OISSY	1C309
ORGANIZACIÓN EMPRESARIAL DE LOGÍSTICA Y TRANSPORTE	CONGRESS
ORVC	1J011
OSCILLUM	1F608 - 1C325
PACK2EARTH	1F608
PACKAGING CLUSTER	1H804
PEPSICO	1F633
PLATAFORMA TECNOLÓGICA FOOD FOR LIFE SPAIN	1A105
POSEIDONA	1C325
PROASIS	1A100
PROLEIT IBERIA	1E528
PROTIBERIA	1D401
PYROISTECH	1C333
QUEVANA VEGAN CHEESE	1A100
RADIO VIAJERA	1I937
RAFTURK	1I909
REER	1F609
REMOLONAS	1C341
RICE IN ACTION	1C301
ROCKETROI	CONGRESS
SACMI	1I905
SCHUNK	1F609
SEA VEGETABLE COMPANY	1C309
SEVENOX	1D401
SICNOVA	1E512
SIEMENS DIGITAL INDUSTRIES	1F625
SINGULAR LOGISTICS	1F609
SUMCAB	1F609
SUPREE	1A100
SUSTAINABLE FOOD ASIA	1C309
TAI SMART FACTORY	1H821
TASTECH BY SIGMA	1D409
TECH TRANSFER AGRIFOOD	1B200
TECNALIA	1D417
TICKELIA	1I933
TITAN CONSORTIUM	1G729
TRÉBOL GROUP	1E508
T-SYSTEMS	1G737
UCAM HITECH	1B212
ULMA INOXTRUCK	1G701
URTECH WATER	1C333
VÁČKA QUESERÍA	1A100
VANETTA FOOD	1A100
VINOK	1D401
VISIONQUALITY SYSTEMS	1C333
VRAVE	1A100
WESDURLAN SL	1G713
YAMAGATA UNIVERSITY	1C309
ZERYA	1D401



# BILBAO, FOODTECH WORLD CAPITAL



**482**  
SPEAKERS



**170**  
HOURS OF  
CONFERENCES



**10**  
VERTICAL  
FORUMS

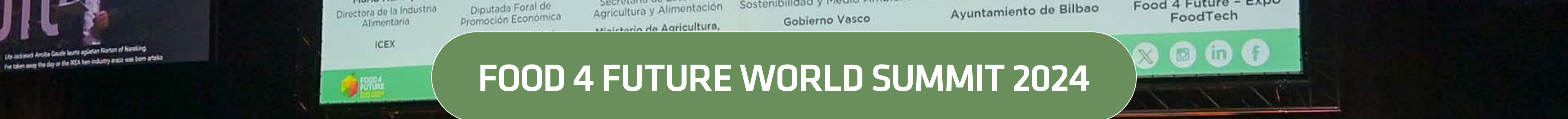


**7**  
C-LEVEL  
AGENDAS





# FOOD 4 FUTURE WORLD SUMMIT 2024



## VERTICAL FORUMS



**AGRITECH**



**BEVERAGES**



**FISHERIES & SEA FOOD**



**SNACKING, PASTRY & BAKERY**



**DAIRY & PLANT BASED**



**LIVESTOCK & MEAT**



**FOOD LOSS & WASTE REDUCTION**



**ALTERNATIVE PROTEINS**



**REGENERATIVE & SUSTAINABLE AGRIFOOD**



**FOOD GASTRONOMY**

## C-LEVEL AGENDAS

- C-LEVEL & GENERAL MANAGEMENT
- PLANT MANAGER SUMMIT
- CTO SUMMIT
- COOs SUMMIT
- R&D SUMMIT

## TECH SERIES

- AI & DATA ANALYTICS
- ENTERPRISE TECH
- DISRUPTIVE FOODTECH STARTUPS
- AUTOMATION & ROBOTICS
- INDUSTRY 4.0



# TOP SPEAKERS

- |  |   |  |   |  |   |  |  |  |   |
|--|---|--|---|--|---|--|--|--|---|
| <br><b>OSCAR VICENTE</b><br>CEO<br><b>ANGULAS AGUINAGA</b>                                  | <br><b>PILAR DAMBORENEA</b><br>Country Manager<br><b>GENERAL MILLS</b>   | <br><b>JAVIER DUEÑAS</b><br>CEO<br><b>CAMPOFRÍO FOOD GROUP</b>  | <br><b>NADIA KHALED</b><br>Department Manager<br>Digital Food Safety<br><b>NESTLÉ</b>            | <br><b>ALEJANDRO GONZÁLEZ</b><br>Innovation, R&D<br>and Quality Director<br><b>PASCUAL</b>                | <br><b>CANDELA ALDAO</b><br>Senior Sustainability Manager<br><b>MAHOU SAN MIGUEL</b> | <br><b>IKER GANUZA</b><br>Country Manager Spain<br><b>PEPSICO</b>   | <br><b>EVA NAVASCUÉS</b><br>R&D Director<br><b>ALMA CARRAOVEJAS</b>                                   | <br><b>EMILIANO MARTUS</b><br>Environmental Sustainability<br>Director<br><b>HIJOS DE RIVERA</b><br>(ESTRELLA DE GALICIA) | <br><b>SUELEN TRACASTRO</b><br>Head of Health Affairs<br><b>DANONE</b>   |
| <br><b>AINARA LLONA</b><br>Head of Innovation<br><b>EROSKI</b>                              | <br><b>MAIDER HORMAZA</b><br>Managing Director<br><b>KAIKU</b>   | <br><b>MARIVI SÁNCHEZ</b><br>Head of Sustainability and<br>Communication<br><b>NAUTERRA</b>                             | <br><b>SIMÓN FUSTÉ</b><br>Head of European Snacking<br>Division<br><b>SIGMA</b>                  | <br><b>ALBERTO JIMÉNEZ</b><br>CEO<br><b>SMILEAT</b>   | <br><b>IGNACIO QUINTANILLA</b><br>General Director<br><b>LECHE GAZA</b>              | <br><b>VICTOR VILLANUEVA</b><br>CEO<br><b>LOTUS BAKERIES</b>  | <br><b>JOSÉ ANTONIO RÍSQUEZ</b><br>Director of Innovation and<br>Business Development<br><b>COVAP</b> | <br><b>RUBÉN HIDALGO</b><br>Open Innovation Director<br><b>CAPSA</b>  | <br><b>JESÚS NAVARRO</b><br>CEO<br><b>CARMENCITA</b>                     |
| <br><b>HENRIK STAMM</b><br>Founder & CEO<br><b>BLENHUB AND</b><br><b>CHEMOMETRIC BRAIN</b> | <br><b>ÚRSULA CATALÁN</b><br>Director of the Innovation area<br>of R+D+I Department<br><b>COSTA CONCENTRADOS</b><br><b>LEVANTINOS</b> | <br><b>LUIS CALVO</b><br>Head of R&D&I<br><b>INCARLOPSA</b>  | <br><b>XAVIER RÚBIES</b><br>R+D Corporate Director<br><b>FRISELVA</b>                           | <br><b>AGUSTÍN DEL CANTO</b><br>General Manager<br><b>ARTADI ALIMENTACIÓN</b><br>(OKIN, URKABE, BENETAN) | <br><b>GUILLERMO MENA</b><br>Global I+D+i Director<br><b>GLOBAL FRUSELVA</b>        | <br><b>PATXI ARRUTIA</b><br>General Manager<br><b>DELICASS</b>   | <br><b>ROSELYNE CHANE</b><br>Managing Director<br><b>SANYGRAN</b>                                    | <br><b>ARANTXA OQUIÑENA</b><br>General Director<br><b>CASA ECEIZA</b>  | <br><b>MARINA VIDAL</b><br>R+D+i Director<br><b>VERMUTS MIRÓ</b>        |
| <br><b>ALBANE JEANNEZ</b><br>CRS Manager<br><b>LACTALIS NESTLÉ</b>                        | <br><b>MIREN DIEZ</b><br>Marketing Manager<br><b>PALACIOS</b>  | <br><b>BEATRIZ ARRIBAS</b><br>Sustainability Senior Manager<br><b>COCA-COLA EUROPACIFIC</b><br><b>PARTNERS IBERIA</b> | <br><b>PEDRO PÉREZ</b><br>Industrial Director<br><b>ENTREPINARES</b>                           | <br><b>AITOR DUARTE</b><br>Chief Operating Officer (COO)<br><b>GRUPO APEX</b>                           | <br><b>JAUME PLANELLA</b><br>Corporate Director of R&D<br><b>NOEL</b>              | <br><b>ERNESTO AGUIAR</b><br>Head of Tastech<br><b>SIGMA</b>  | <br><b>RODRIGO SÁNCHEZ</b><br>CEO<br><b>NATUR ALL</b>   | <br><b>JOSÉ LUIS DOMÍNGUEZ</b><br>General Director<br><b>ACOR</b>   | <br><b>ALEJANDRO ARRANZ</b><br>Innovation Director<br><b>MAHOU</b>     |
| <br><b>JOSÉ MARÍA ZAMORA</b><br>Sustainability Leader<br><b>DEOLEO</b>                    | <br><b>VICTOR RUBIO</b><br>Chief Innovation & Strategy<br>Officer<br><b>MASER GROUP</b>  | <br><b>MIKEL EIZAGIRRE</b><br>Product Quality Manager<br><b>IPARLAT</b>   | <br><b>CAROLINE SAUNDERS</b><br>Senior Director Global Health<br>and Wellness<br><b>PLADIS</b> | <br><b>MIKEL BIZKARRA</b><br>Operations Director<br><b>CAFÉS BAQUÉ</b>                                  | <br><b>ANA CARRASCO</b><br>Director of Innovation<br><b>PATURPAT</b>               | <br><b>RUBÉN ARCE</b><br>Chief Digital & Information Officer<br><b>BODEGAS FAMILIARES</b><br><b>MATARROMERA</b> | <br><b>MIGUEL ANGEL SANZ</b><br>Deputy Director<br><b>GRUPO UVESA</b>                               | <br><b>EDUARDO COTILLAS</b><br>RDI Director<br><b>FIAB</b>  | <br><b>MACARENA RUIZ</b><br>Ecommerce Futures Manager<br><b>DIAGEO</b> |



# FIRST-CLASS INSTITUTIONAL AGENDA



## OPENING CEREMONY



## LEADERSHIP SUMMIT



# FOODTECH INNOVATION AWARDS 2024



THE MOST INNOVATIVE SOLUTION IN DIGITALIZATION AWARD FOR THE FOOD AND BEVERAGE INDUSTRY



THE BEST SUSTAINABILITY PROJECT



HEALTHY FOOD



THE INNOVATION PROJECT FOR THE PACKAGING INDUSTRY



THE MOST INNOVATIVE STARTUP



THE BEST AUTOMATION AND ROBOTICS SOLUTION



SPANISH STARTUP WITH THE GREATEST INTERNATIONAL PROJECTION



# FOODTECH STARTUP FORUM 2024



FOOD 4 FUTURE AND PICK&PACK BROUGHT TOGETHER MORE THAN 200 STARTUPS TO DRIVE THE TRANSFORMATION OF THE FOOD INDUSTRY. THESE INCLUDE THE 60 MOST DISRUPTIVE STARTUPS FROM 11 NATIONALITIES (33% OF WHICH WERE WOMEN) WHICH PRESENTED INNOVATIVE SOLUTIONS AND PROJECTS DIVIDED INTO 5 CATEGORIES: SMART PACKAGING, SUSTAINABLE FOOD SYSTEM, SMART MANUFACTURING, FOOD CHAIN AUTOMATION - HEALTHY FOOD & WELLBEING AND FUTURE PROTEINS (SMART FOOD).



FOOD 4 FUTURE AWARD

BRAIN R



CNTA-EATEX AWARD

LEVPROT BIOSCIENCE



LA SALLE TECHNOVA AWARD

URTECH WATER



STAND AND SPEAKING SLOT IN THE NEXT EDITION

ODS PROTEIN





THE BIGGEST BUSINESS PLATFORM  
TO MAKE INVALUABLE CONNECTIONS AND GAIN INCREDIBLE INSIGHTS





# MEDIA IMPACT

## #F4F2024 #PICKPACK2024



**223K**  
IMPRESSIONS  
ON TWITTER



**982**  
APP DOWNLOADS



**254**  
JOURNALISTS  
REGISTERED



**208K**  
IMPRESSIONS  
ON LINKEDIN



**189,735**  
VISITS TO THE  
WEBSITE DURING THE  
MONTH OF THE EVENT



**627**  
MEDIA APPEARANCES

La innovación tecnológica, clave para afrontar los retos de la industria alimentaria.

LA VANGUARDIA

Bilbao será el epicentro de la innovación alimentaria con la nueva edición de Food 4 Future - Expo Foodtech.

Expansión

La gran semana tecnológica de la industria alimentaria, con la celebración simultánea de F4F y Pick&Pack, ha vuelto a encumbrar Bilbao como capital internacional foodtech.

elEconomista.es

Food 4 Future reúne a 9.037 directivos que han constatado los avances tecnológicos que están transformando la industria alimentaria.

Forbes

Food 4 Future muestra los proyectos y soluciones más innovadores que están transformando el sector alimentario.

RA.  
REVISTA  
ALIMENTARIA

Food 4 Future 2024: robótica e inteligencia artificial, ingredientes de la industria alimentaria del mañana.

EL ESPAÑOL

Food 4 Future - Expo Foodtech 2024 y Pick&Pack for Food Industry congregaron a más de 9.000 profesionales en Bilbao.

AUTOMÁTICA E  
INSTRUMENTACIÓN.com

Food 4 Future cierra la edición definitiva para transformar la industria.

Cárnica



# THE GREATEST COMMUNITY OF INDUSTRY PROFESSIONALS

## STRATEGIC MEDIA PARTNERS:



## OFFICIAL RADIO



## MEDIA PARTNERS:



## SUPPORTING PARTNERS:







**BUSINESS OPPORTUNITIES**



**KNOWLEDGE & INSPIRATION**



**NETWORKING**



**SEE YOU NEXT YEAR AT  
#F4F2025 #PICKPACK2025**

**13-15 MAY 2025  
BILBAO - BEC**

[www.expofoodtech.com](http://www.expofoodtech.com)

[www.pickpackexpo.com](http://www.pickpackexpo.com)

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**NEBEX T.**  
NEXT BUSINESS EXHIBITIONS

**AZTI**  
MEMBER OF  
BASQUE RESEARCH  
& TECHNOLOGY ALLIANCE