



F4F - Expo Foodtech names Javier Dueñas, CEO of Campofrío, as new President

Dueñas replaces Jordi Gallés, CEO of Europastry, who has been the president of the event in its first two editions

The new edition of F4F - Expo Foodtech will take place from 16 to 18 May 2023 in Bilbao (Spain) and will bring together more than 250 exhibiting companies and more than 450 experts from the food and beverage industry

Madrid, 28th November 2022. – [F4F - Expo Foodtech 2023](#), the technology event for professionals from the entire food industry value chain, names Javier Dueñas, CEO of Campofrío España, as its new president. From 16 to 18 May 2023 in Bilbao (Spain), F4F - Expo Foodtech will bring together professionals from all segments of the food industry (meat, beverages, fisheries, dairy, fruit and vegetable, cereals, preserves and oil) to discover the latest technologies, equipment and machinery that are transforming the sector.

Javier Dueñas has more than 25 years of experience in Campofrío, where he has previously headed the financial area and directed the business unit specialising in fresh meat products, Campofrío Frescos. Graduated in Business Studies, Dueñas has extensive training in Business Management with postgraduate degrees from Deusto (MBA), IESE (Management), Instituto Internacional San Telmo (Senior Management of Agrifood Companies), London Business School (Corporate Finance) and Standford University (Executive Management).

Javier Dueñas replaces Jordi Gallés, CEO of Europastry, who was the president of F4F - Expo Foodtech in its first two editions. In the handover process, Albert Planas, CEO of F4F - Expo Foodtech, thanked Gallés for *"his vision and leadership in the international impulse it has given to the event, as well as his commitment to the area of entrepreneurship and startups with the creation of the Foodtech Startup Forum"*.

According to Javier Dueñas, *"the food industry is facing major challenges. On one hand, the increase in the world's population and, consequently, in the demand for food; and, on the other hand, the positive impact of our industry on the environment. Responding to these challenges is essential and requires the development of a global food geo-strategy and a technological revolution involving the digitisation of the entire value chain, from farm to fork"*. In this sense, Campofrío's CEO pointed out that *"F4F - Expo Foodtech is the annual meeting for any professional in the food industry who wants to find the solutions and strategies to meet these challenges"*.



During three days, F4F - Expo Foodtech will showcase the latest solutions in robotics and automation, processing and packaging machinery for the different segments of the food industry, as well as in food safety and food science. In addition, more than 450 international experts will share at the Food 4 Future World Summit their strategies and success stories to face the current challenges based on three pillars: digitalisation, sustainability and new foods.
