



## **F4F - Expo Foodtech brings together the food and technology industry to define its third edition**

**F4F - Expo Foodtech 2023 celebrates its first advisory board to shape a new edition designed by and for the food and beverage industry**

**From 16 to 18 May in Bilbao, F4F – Expo Foodtech will showcase the latest innovations and solutions in robotics, automation and 4.0 technologies that will help the sector improve its competitiveness**

**Madrid, 1<sup>st</sup> December 2022.-** [F4F - Expo Foodtech](#) is making progress in the organisation of its third edition, which will take place **from 16 to 18 May 2023** in Bilbao (Spain). After the success of its last edition, which brought together more than 7,000 attendees, F4F - Expo Foodtech has positioned itself as a leading forum designed by and for the food and beverage industry, in which to analyse and find technological solutions for the challenges it must face to continue growing in a sustainable way.

The 50 leading foodtech firms have come together to promote a third edition in which **Automation, Robotics, Artificial Intelligence, Digital Twin and Cybersecurity technologies**, among others, will be the main protagonists. Purchasing managers, plant managers and production managers from the main meat, dairy, fishing, bakery, prepared products, snacks, preserves and beverages companies will be able to understand how to apply these technologies to increase their productivity, while also finding the most suitable technological partner for their objectives.

The benefits that technology brings to the food industry production chain cover a wide range: being able to cope better with rising costs or inflation, having product traceability solutions to provide more guarantees to consumers, or driving sustainability and circular economy strategies. As a result, many companies in the sector are already taking steps towards its adoption. The use of Artificial Intelligence in the food and beverage industry is expected to grow by 45.7% by 2027.

**María Naranjo**, Director of the Food Industry at ICEX, was enthusiastic about participating once again in F4F - Expo Foodtech: *"We've seen born this event and now we are seeing how it is consolidating. It is a privilege for us to promote the city of Bilbao to become the foodtech capital"*. Also, **Azucena Castro**, Project Manager of bio-health at Basque Trade & Investment, highlighted the quality of the speakers who attend F4F - Expo Foodtech and who make numerous companies come to the event and show interest in Bilbao's foodtech ecosystem.

Once again, Bilbao will be the world capital of the foodtech sector and for three days will showcase to professionals from all over the world the latest innovations and technological solutions that are transforming the food industry in all its segments. **More than 250 exhibiting**



**firms** will present 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 science.

### **Experience and knowledge**

Under the motto '*Shaping the new rules of food*', the **Food 4 Future World Summit**, which takes place within the framework of F4F - Expo Foodtech, will discover the latest trends in the food and beverage industry. More than 450 experts from all over the world will offer more than 150 hours of inspiration with key strategies to meet the challenges of the sector.

**Rogelio Pozo**, Director of the Food 4 Future World Summit and General Director of AZTI, emphasised that "*F4F - Expo Foodtech is the must-attend event for all professionals in the agri-food industry and the place where the challenges of the sector are presented*".

The conference will share experiences and success stories of the application of automation and robotics technologies to companies in the food sector. How the transition to Industry 4.0, the improvement of sustainability in the food industry and the demand for new plant-based foods can be carried out by applying the most appropriate technologies with the best technological partner. The **European Foodtech Nations Summit**, which brings together pioneering European regions in food technology to share their innovation and digitalisation strategies, and the **EIT Food Innovation Forum**, the annual innovation forum organised by EIT Food, will once again be part of the congress agenda.

**Leading firms in the food industry** such as Alimentos Sanygran, Carrefour, CAPSA Food, Eroski, Bimbo, Campofrío, Azucarera, Iparlat and EcoLumber; **companies with technological and foodtech solutions** such as Inser Robótica, Buhler, Dassault Systemes, Lantern, Biomerieux, Omron, Tecnalia, Eurecat, IBM, Multiscan, Servycat, Vodafone, BASF, T-Systems, Viscofan, Serveo, AlgaEnergy, Acciona, Deloitte, CaixaBank AgroBank, or Sener; **organisations and associations** such as Basque Trade, ICEX, HAZI, CNTA, Food for Life Spain, FIAB, Spain FoodTech Nation, Grupo Spri, EIT Food, Jetro (Japan External Trade Organisation), San Telmo Business School, Eatable Adventures, CEIN, Tech Transfer Agrifood, or AZTI; and **institutional representatives** of the Basque Government, Bilbao Ekintza and MAPA (Ministry of Agriculture, Fisheries and Food) have participated in this first advisory board to draw the new rules of foodtech.