



## **Coca-Cola, Häagen-Dazs, and Sainsbury's will present their digitalization and open innovation strategies at F4F - Expo Foodtech**

The event, which has already opened [registration](#) for its new edition, gets 1,650 registered attendees in one week

From 16 to 18 May, firms such as Hiperbaric, Christeyns, Dassault Systems and Sener will present the latest industrial and technological solutions to improve the competitiveness of the food and beverage sector

Madrid, 23 February 2023 - [F4F - Expo Foodtech](#), the global technology event for the food and beverage industry to be held in **Bilbao (Spain) from 16 to 18 May**, has achieved 1,650 registered attendees just one week after opening [registration](#). The international forum begins the countdown to its next edition, which is expected to bring together more than 7,000 professionals from the food and beverage industry to analyze the future of the sector and boost its digitalization. F4F - Expo Foodtech consolidates its position as the international benchmark forum for boosting the competitiveness and sustainability of the food industry through digitalization, innovation and new technologies such as automation, robotics and Artificial Intelligence.

With the aim of presenting strategies and success stories of the application of these technologies to improve the efficiency of the sector's production plants, [Food 4 Future World Summit](#) will bring together more than 450 experts from companies such as **Sainsbury's, Coca-Cola, Bimbo, Campofrío, Eroski and General Mills** (a group of brands such as **Häagen-Dazs, Old El Paso and Gigante Verde**), among many others.

One future trend is the application of Artificial Intelligence in the food industry. Experts such as **Tarek R. Besold**, Chief of Sony AI, who is involved in a project that helps chefs to further develop their creativity to offer unforgettable dishes and experiences to customers; and **Francois Chartier**, President of Chartier World LAB, a disruptive, multidisciplinary and integrative laboratory based on the aromatic science of molecular harmonies, will share opportunities for the application of Artificial Intelligence in the gastronomy world.

Another of the highlights is the new food shopping experience, the differences in shopping habits and strategies according to the socio-economic level of the consumer and to their diet. In this sense, the conference will analyze the possible obsolescence of classic segmentation and the search for new purchasing patterns offering unique value propositions. **Rosa Carabel, CEO of Eroski**, will present this dilemma to the public.

### **Digitalization for more efficient and sustainable factories**

**Oriol Folguera**, Operational Excellence Director Iberia at **Coca-Cola**, and **Roberto Delgado**, CEO of Mobile Lean, a company whose aim is to transform factories into sustainable environments,



will explain how the digitization of the food industry boosts the efficiency of supply chain management, customer experience, increased sales and revenue, streamlining orders and deliveries. Technology also enables better data analysis and cost reduction through the automation of certain processes, such as inventory management.

The food sector is suffering from a sharp rise in costs caused by energy and raw materials. Companies are focusing on the short term and on efficiency. However, structural changes brought about by population growth and climate change pose major challenges for the sector. In this scenario, **Jonathan Berger**, CEO of The Kitchen, **Andy Zinga**, CEO of EIT Food, **Adam Lyle**, CEO of Padang Co, and **Paulo Silveira**, CEO of FoodTech HUB Latam, will reflect on the current situation and share the importance and urgency of digitizing the sector.

### **Disruptive technology**

*"Technologies such as automation, robotics, Artificial Intelligence, the Digital Twin or cybersecurity, among others, are transforming the entire value chain of the food industry",* says Rogelio Pozo, CEO of AZTI and director of Food 4 Future World Summit. Thus, F4F - Expo Foodtech will showcase precision agriculture and fishing projects, which are enabling farmers to produce more food with fewer resources by using sensors, drones and other devices to monitor and manage land, water and nutrients. In addition, e-commerce, Blockchain and biotechnology development will be three disruptive technologies that will also feature at F4F - Expo Foodtech, with the aim of showcasing new and more efficient processes.

More than 200 exhibiting firms will present their latest industrial and technological solutions and innovations for the food industry. This is the case of **Hiperbaric**, with its high-pressure technology to improve food quality; **Christeyns**, with its food safety solutions; **Dassault Systems**, with its digital transformation solutions; and **Sener**, with its innovative technology for the decarbonisation of the sector, among many others.