

F4F - Expo Foodtech and EIT Food join forces to continue driving innovation in the food industry

Both organizations renew their collaboration and reiterate their commitment to promoting a more sustainable, healthy and intelligent food industry

F4F - Expo Foodtech, which returns to Bilbao from May 16 to 18, will host the VIth edition of the EIT Food Innovation Forum, which positions itself as the strongest to date and focuses on achieving and promoting 'Healthier Lives Through Food'.

Madrid, 28th March 2023. [F4F - Expo Foodtech](#) and **EIT Food** renew their collaboration agreement to continue driving innovation in the food sector and transform it into a more sustainable, healthy and intelligent industry. F4F - Expo Foodtech returns to **Bilbao (Spain)** for its third edition from **May 16 to 18** to showcase the latest advances in robotics, automation, food and beverage processing and packaging; solutions that will help the food sector improve its competitiveness and become more sustainable.

Under the slogan **'Shaping the new rules of food'** the **Food 4 Future World Summit** will reveal the key strategies to meet the challenges of the sector and share their experiences and success stories regarding the application of automation and robotics, the transition to industry 4.0, improving sustainability in the food industry and the demand for new plant-based foods.

With a commitment to driving innovation in the industry, the conference will once again host the [EIT Food Innovation Forum](#), a debate forum that in six editions has already positioned itself as the meeting point for targeted nutrition professionals. *"The agrifood industry is undergoing a process of transformation towards a more sustainable, healthy and intelligent industry. The EIT Food Innovation Forum will bring together experts from the agrifood industry, researchers and innovation agents to find the right solutions to the challenges that threaten the agrifood system. And F4F - Expo Foodtech, with its vocation to transform and drive innovation in the sector, is the ideal place to do it,"* says **Dr Andy Zynga**, CEO of EIT Food.

In fact, this VIth edition of the Innovation Forum positions itself as the strongest to date, focusing on one of the main missions that EIT Food has as a company: achieving and promoting **'Healthier Lives Through Food'**. *"According to the World Health Organization, NCDs, such as heart disease, stroke, cancer, or diabetes are collectively responsible for 74% of all deaths worldwide. We, at EIT Food, are developing a roadmap to identify areas of impact and to provide solutions and opportunities for the food producing and retail systems to step change and evolve, providing healthy, affordable, and tasty food for all",* says **Begoña Pérez-Villarreal**, EIT Food South Director.

For this purpose, professionals, experts, startups, researchers and innovation agents from every aspect of the agrifood sector will gather at BEC in Bilbao on 17 May to discuss how to make our lives healthier through food. One of them will be the Food Lawyer **Cesare Varallo**, who will participate in the Expert2Expert talk 'Exploring Health Claims and Novel Foods', to approach



topics such as legal guidance on health claims in food, nutrition and health claims on food labels and in food advertising or how to prepare a health claim application for submission to EFSA.

There will also be key speakers such as **Lorena Savani**, Innovation Programme Manager in EIT Food South, who will approach 'How to Transform Your Health with Nutrition'; and **Ruben Moreno Pardo**, Secretary General at PRODULCE, who will address such a strategic issue as the Spanish confectionery industry and its commitments to improve nutritional composition and de national strategic plan for the reduction of childhood obesity. More interesting round tables will complete the agenda, such as 'The Power of Balance: When Healthy People need to live in a Healthy Planet', 'One Size Doesn't Fit All: Unlocking the Best Nutrition with Personalisation' and 'Protein Adventure: The Joy of Diversified Proteins on Your Plate'.

In addition, EIT Food will organise several round tables within the Food 4 Future World Summit. They will feature experts such as **Enrique Colilles**, CEO of GM Trops or **Manuel Die**, veterinarian and livestock farmer in Spain, also president of Alejab (Savoury Institute). Both will participate in 'Regenerative Agriculture - Technologies to be more productive and sustainable' to go deeper into this holistic and innovative approach to food production. Another of the topics to be addressed will be the 'New wave of agrifood & sustainable tech entrepreneurs', with the aim of getting to know better young and innovative companies such as the ones taking part in the EIT Food Accelerator Network (EIT FAN) programme. Targeting zero carbon in food and agriculture is an important step towards a more sustainable future, and so it will also be one of the topics to be discussed at during the afternoon of the 17th.

Lastly, EIT Food will bring together the most innovative European foodtech projects that will have the opportunity to present their solutions and new business models at F4F - Expo Foodtech. In the last edition, startups such as **Bio2coat** -with its solution that prolongs the shelf life of food, thus contributing to the reduction of food waste-, **ColorSensing** -with its smart labels that monitor the quality of food-, **FreeShakes** -with its solution to eliminate sugars from fruits and thus improve the diet of people intolerant to fructose-, or **Viridius Technology** -which automates agricultural harvesting processes through robotics, AI and computer vision-, were some of the European startups that presented their project to investors and leading companies in the sector.