

The CEOs of Eroski, Campofrío, Danone, Nueva Pescanova, and General Mills will meet at Expo Foodtech 2025 to address the food industry's biggest challenges

More than 8,000 professionals from the food and beverage sector will gather at F4F - Expo Foodtech 2025 to learn about the industry's future trends

Sustainability, digitalization and innovation will mark the debate among the sector's leading executives

Madrid, March 28, 2025 - The fifth edition of [F4F - Expo Foodtech 2025](#), which will take place in **Bilbao from May 13 to 15**, simultaneously with [Pick&Pack for Food Industry](#), will bring together CEOs and c-level executives from the food industry to address the biggest challenges facing the sector. Thus, the **8,000 professionals** in attendance will be able to learn first-hand how leading food and beverage firms are responding to changing market demands, and how they are adapting to new regulations and pressures in terms of sustainability, digitization and technological innovation.

One of the main challenges facing the sector is the impact of technological innovation and the incorporation of automation in food production plants. At a time when the industry is facing pressures to increase efficiency and reduce costs, technologies such as AI, robotization and big data are key tools to optimize production and distribution processes. In this sense, executives such as Óscar Vicente, CEO of **Angulas Aguinaga**, Javier Dueñas, CEO of **Campofrío**, Isabel Sánchez, CEO of **Delaviuda**, and Joan Mir, General Manager of **ANECOOP**, will address at the [Food 4 Future World Summit](#) how the adoption of these technologies can not only improve productivity, but also provide innovative solutions to improve product quality and reduce the environmental footprint. They will also share how their companies are adapting to all the changes they are undergoing in today's dynamic market.

Sustainability will be another main topic of Food 4 Future World Summit. With increasing pressure from consumers and authorities to reduce carbon emissions, the food and beverage sector faces the challenge of implementing sustainable practices. Rosa Carabel, CEO of **Eroski**, Jorge Escudero, CEO of **Nueva Pescanova** and Daniel Palacio, CEO of **Tutti Food Group**, will present solutions to address these changes in the supply chain, from production and packaging to distribution and consumption. They will also discuss the requirements to meet the Sustainable Development Goals (SDGs) and how companies can balance profitability with environmental responsibility.

On the other hand, the conference will also analyze the challenge of globalization versus localization. Brands find themselves in an increasingly competitive environment, where they must manage international expansion while maintaining their local identity. Competition between global, local and private-label brands will be at the center of the discussion, with a focus on how each type of brand can find its space in a globalized market while responding to



the specific demands of local consumers. Pilar Damborenea, CEO of **General Mills**, and Javier Roza, CEO of **Mantequerías Arias**, will share how their companies are balancing their global presence with a local focus, adjusting their strategies to the needs and market trends in each region.

In total, the Food 4 Future World Summit will bring together **more than 320 international experts**, including Matthijs Kostelijk, Investment Director **CCEP Ventures of Coca-Cola Europacific Partners**, Silvia Canals, Director of Sustainability at **Danone**, Borja Fernández, Manager of the Organization Area of **Unialco (Uvesco Group)**, Alejandro González, Innovation and Quality Director of **Pascual**, and Asunción Eguren, CEO of **Bodegas Eguren Ugarte**, who will take the stage to analyze the impact of technology on food production and distribution. All this through a content agenda focused on each segment of the industry (fruit and vegetable, beverages, meat, dairy, fisheries, and new ingredients), and different professional profiles (CEOs, CIOs, Plant Managers, operations managers, purchasing managers and R&D managers).

About Food 4 Future – Expo Foodtech: F4F - Expo Foodtech (May 13th-15th, 2025, BEC-Bilbao) is the innovation event for professionals from the entire food industry value chain. For three days, F4F - Expo Foodtech will bring together, at Bilbao Exhibition Centre (BEC), more than 8,000 food industry professionals and 250 exhibiting firms to present the latest solutions in foodtech, robotics and automation, processing and packaging machinery for the different segments of the food industry, as well as food safety and food science. In addition, it will host the Food 4 Future World Summit, the largest European congress in which to discover the latest trends, success stories and tools to transform the food and beverage industry from more than 450 international experts. F4F - Expo Foodtech is organized by NEBEXT and AZTI. This year, F4F - Expo Foodtech 2025 will be held simultaneously with [Pick&Pack for Food Industry](#), the only event in Spain specialized in packaging and logistics solutions for the food industry.

About NEBEXT: Next Business Exhibitions (NEBEXT) is the largest private organizer of professional events in Spain specialized in technology, innovation, and sustainability for different industries.

About AZTI: AZTI is a science and technology center that develops high-impact transformational projects and businesses with organizations aligned with the SDG 2030, specialized in marine environment and food, brings cutting-edge and value-added products and technologies based on sound science and research.