

CIOs will lead the technological transformation of the food sector at Expo FoodTech 2025

Digital transformation, artificial intelligence and cybersecurity will be the focus of the CIO's Summit debate at Food 4 Future - Expo FoodTech 2025, which will bring together the technological leaders of the food sector in Bilbao

Eroski, Deoleo, GBFoods, Ibernova, ASINCAR and Inndeo will share their success stories in digitalisation, traceability, AI and cybersecurity applied to the food industry

Madrid, May 6, 2025 – Economic uncertainty, environmental sustainability and the need for operational efficiency are some of the main challenges currently facing the food industry. In this context, the figure of the CIO (Chief Information Officer) has gained strategic relevance for its key role in leading the digital and technological transformation of companies, anticipating challenges and implementing innovative solutions.

This will be made clear at the **CIO's Summit**, which will take place within the framework of [Food 4 Future – Expo FoodTech 2025](#) from 13 to 15 May at the BEC in Bilbao, and which will bring together the most prominent CIOs to debate and share their experiences on how digitalisation, automation, AI and cybersecurity are transforming the food sector from different perspectives.

As part of the event, more than 320 international and national experts will share their knowledge and success stories at the [Food 4 Future World Summit](#), the largest European congress on food innovation. **Javier Roza**, CEO at **Mantequerías Arias**; **Carmen Guelbenzu**, Food Commercial Director at **Eroski**; **Silvia Canals**, Sustainability Director at **Danone**; **Asunción Eguren**, CEO at **Bodegas Eguren Ugarte**; **Jon Gorostiaga**, Executive Chairman at **Embajadores**; and **Alejandro González**, Innovation Director at **Pascual**, are just some of the most prominent leaders who will share their perspectives on the trends that are shaping the course of the food sector.

The CIO in the food industry: leadership in digitalisation, efficiency and safety

In recent years, robotisation and AI have established themselves as strategic pillars for optimising the food supply chain, improving both the operational efficiency and sustainability of companies. In this regard, **Enrique Monzonis**, Director of Innovation, Logistics and ICT at **Eroski**, will explain in detail how his company is using digitalisation and automation to guarantee efficiency and sustainability in its operations, with examples such as those of its Son Morro logistics platform or the AI project that makes it possible to optimise and anticipate daily operations in platforms and shops, considerably increasing efficiency and reducing costs.

The CIO's Summit will also focus on the latest detection and monitoring technologies for food safety, quality and traceability. **Niklas Sannebro**, Director Strategic Operations at **Deoleo**, and **Armando Menéndez**, Project Manager at the Association of Meat Industry Research of the Principality of Asturias (**ASINCAR**), will discuss how these tools enable fast and accurate responses to any challenge related to food safety. They will also analyse how the implementation of advanced traceability systems, transparency through blockchain, and

continuous monitoring are helping companies to proactively manage risks and ensure safer products for consumers.

Digital security will be another of the central themes of this Expo FoodTech 2025 forum, with a special focus on the integral protection of the food chain, from primary production to the end consumer. **Oscar López Santín**, Cybersecurity Manager at **GBFoods**, will delve into cyber threats specific to the sector and will highlight the best practices and most advanced technologies to ensure integrity and trust in each link of the food chain.

Professionals attending Expo FoodTech 2025 will be able to learn first-hand about great success stories in the digitalisation of production processes. **Juan José Galdós** and **Andrés Fernández**, CEO and Presales Consultant at **Ibernova** respectively, will present their pioneering project carried out together with Campo Viejo and AGE wineries, which has enabled the digitalisation of the management of more than 100,000 barrels, ensuring complete traceability, real-time connectivity and a strategic use of data to significantly improve operational decisions and the overall efficiency of the production process.

Emilio de la Red, Chief of Innovation & Business Development at **Inndeo**, will discuss how Internet of Things (IoT), together with advanced sensors and real-time data analysis systems, are revolutionising monitoring, quality control and operational efficiency. This technology not only improves production, but also facilitates early detection of incidents, enhancing the quality and safety of food products.

About Food 4 Future – Expo Foodtech (May 13th-15th, 2025, BEC-Bilbao, Spain): 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 Pick&Pack for Food Industry (May 13-15, 2025 | Bilbao Exhibition Centre): is an event organized by [NEBEXT](#), a company specialized in professional events focused on innovation and technology transfer, such as [HIP](#), [Digital Enterprise Show](#), [Rebuild](#), [Tourism Innovation Summit](#) or [Advanced Factories](#). Pick&Pack is a boutique innovation event for industrial leaders and SMEs in the food industry looking for solutions in logistics, intralogistics and packaging. As part of the summit, the Packaging & Logistics 4.0 Congress, dedicated to packaging, will be held. Pick & Pack 2025 will be held simultaneously with F4F - Expo Foodtech, the international innovation event for the food and beverage industry.