



## **Expo FoodTech 2025 brings together 8,527 professionals in the Basque Country and strengthens its position as a hub for food innovation**

**This week, the food industry's leading tech fair focused on designing a more efficient, healthier future aligned with new consumer demands**

**379 international experts have passed through the stages of Expo FoodTech 2025, sharing the decarbonization, automation and R&D strategies needed to urgently boost the sector's competitiveness**

**Bilbao, May 15, 2025.** [Food 4 Future - Expo FoodTech 2025](#) has closed its doors reaffirming Bilbao's position as an international hub for food innovation, bringing together **8,527 managers and professionals** from the sector at the BEC. From Tuesday, May 13 until today, the meeting has unveiled the latest technological solutions that are revolutionizing production plants in the field of food and beverages. It also presented the new proposals in ingredients and R&D that are leading the market towards an approach marked by health, functionality and product quality.

The foodtech fair of reference in Europe has brought together 247 exhibiting firms such as **AgroBank, AZTI, GOe Tech Center, Beckhoff Automation, Basque Food Cluster, Christeyns, CNTA, Cocuus, Eurecat, Ibernova, IFR, Leitat or Tecnalía**, which have shown the developments they have carried out to guide the food industry towards a more efficient, productive, sustainable and intelligent model. At the same time, Expo FoodTech 2025 has received a delegation from Germany, as guest country, and Japan, among other territories, who have come to weave business opportunities and discover the innovations of the foodtech sector.

At the same time, the event hosted the [Food 4 Future World Summit](#), the largest European congress on food innovation, which has been attended by 379 international experts from well-known companies such as **PepsiCo, Campofrío, Hijos de Rivera, Delaviuda, COVAP, Tutti Food Group, McCain, Angulas Aguinaga, Grupo Nueva Pescanova, Bodegas Eguren Ugarte and Familia Torres**. The leaders have outlined the roadmap of the sector outlining the main challenges and opportunities in a context marked by inflation, the geopolitical situation and changes in the habits of a consumer committed to sustainability, health and cost containment.

Among the most studied issues, **technology** accounted for a large part of the 125 sessions held at the congress. In this sense, emphasis has been placed on the potential of digital initiatives in all stages of the agri-food chain, from cultivation in the field, to distribution, logistics and consumer enjoyment. A life cycle where digital twins, application of AI, robotics, automation, 3D printing, data analytics and other IoT solutions are enabling breakthroughs, as has been shared in the forum.

In the field of **sustainability**, the sessions highlighted the efforts and success stories of agri-food companies and cooperatives to tackle decarbonization from within. A process that includes training for professionals, technological tools and practices such as regenerative agriculture or



the use of renewable energies. The different plans of firms such as **PepsiCo** to transform industrial plants and convert them into zero emissions were also shared. To this end, the total electrification of systems, energy optimization or the installation of solar panels, all driven by multidisciplinary teams and external alliances, are postulated as some of the relevant solutions to meet this challenge. The environmental, economic and social impact is key to ensuring the sector's competitive future, maintaining consumer confidence and gaining in efficiency.

Expo FoodTech 2025 also addressed another of the industry's challenges: the retention and attraction of talent. To highlight the importance of this aspect, the fair hosted a meeting with human resources managers from companies in the technology and agri-food sectors, who discussed strategies to make this sector an attractive place to work. The event's auditoriums also hosted the **Talent Fair**, where an exclusive space was created to connect new generations with the business ecosystem.

### **The most disruptive solutions in packaging and logistics**

Simultaneously to Food 4 Future - Expo FoodTech, [Pick&Pack for Food Industry 2025](#), the only fair in Spain on packaging and logistics for the food industry, has shown the innovations and success stories that are changing packaging and the world of logistics. In this context, experts from companies such as **Trebol Group**, **Beckhoff Automation**, **Cafés Fortaleza**, **Garlan** or **Eroski**, among others, have analyzed how innovation in coding and traceability is changing the rules of the game in food packaging; or how automation is essential to gain efficiency and simplicity in packaging lines. Specialists have also studied the benefits of standardizing and digitizing data to optimize efficiency and traceability in packaging and have traced the path of design, production and life cycle of packaging.

In turn, professionals have been able to learn -from the exhibiting firms that have been cited in the meeting- the latest solutions in processing systems, containers and packaging, logistics robotics, transportation, traceability, supply chain, labeling and coding, and new materials for packaging; in addition to technologies such as artificial intelligence, blockchain or data analytics, among others.

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**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, Food 4 Future - 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. Food 4 Future - Expo FoodTech is organized by NEBEXT and AZTI. This year, Food 4 Future - 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 Food 4 Future - Expo FoodTech, the international innovation event for the food and beverage industry.