

F4F - Expo FoodTech 2025 will focus on technological innovation in the meat, dairy, and fishing sectors

Food 4 Future - Expo FoodTech 2025, to be held from May 13 to 15 at the BEC in Bilbao, will address the main challenges of the agri-food industry through sustainability, digitalization, and technological development

Representatives from key associations and leading companies such as FIAB, COVAP, AZTI, Grupo Pereira, and CUARTE (Grupo Jorge) will share their perspectives on the challenges and opportunities facing the food industry

Madrid, April 30, 2025 – The food sector is undergoing an unprecedented transformation, where new consumer demands, growing interest in more environmentally friendly production models, and technological advances are redefining the rules of the game. The meat, fish, and dairy sectors, pillars of the agri-food system, are adopting innovations such as automation and data analysis to improve efficiency, reduce waste, and ensure more sustainable, higher-quality products.

In this context, [F4F – Expo FoodTech 2025](#), the technology trade show for the food industry to be held **from May 13 to 15 at the BEC in Bilbao**, will showcase the latest innovations helping the meat, dairy, and fishing industries to face the future challenges they are already encountering. This will take place through an exhibition area featuring leading companies such as **Agrobank, AZTI, Beckhoff Automation, Christeyns, CNTA, Cocuus, Eurecat, Ibernova, IFR, Leitai, and Tecnia**, among others.

Simultaneously, **more than 320 experts** will participate in the [Food 4 Future World Summit](#), the largest and most influential foodtech congress in Europe, where innovative strategies and success stories driving the evolution of the food and beverage market will be presented. The event will bring together prominent professionals such as **Javier Dueñas**, CEO of **Campofrío**; **Pilar Damborenea**, CEO of **General Mills**; **Javier Roza**, CEO of **Mantequerías Arias**; **Rosa Carabel**, CEO of **Eroski**; **Lorena Savani**, Mission Lead - Healthier Lives Through Nutrition at **EIT FOOD**; **Óscar Vicente**, CEO of **Angulas Aguinaga**; and **Daniel Palacio**, CEO of **Tutti Food Group**.

The dairy sector: energy efficiency as a lever for transformation

In terms of sustainability in the dairy industry, much of the focus is on energy efficiency as a key to reducing emissions and improving competitiveness. Experts such as **Eduardo Cotillas**, I+D+i Director at **FIAB**; **María Luisa Fernández**, I+D+i Dairy Manager at **COVAP**; and **Christina Kachacha**, energy efficiency expert at the **Institute for Energy Policy and Climate**, will discuss how renewable energy models and European regulatory frameworks are accelerating the decarbonization of the value chain.

Alongside them, **Paola Maio**, EU Projects Officer at the **European Heat Pump Association**, and **Beatrice Marchi** and **Simone Zanoni**, lecturers at the **University of Brescia**, will highlight how new technological tools and solutions applicable at an industrial scale can reduce energy consumption without compromising product quality.

Biotechnology addressing the challenges of the meat sector

Meanwhile, the meat sector is facing one of its most complex challenges: ensuring food safety through pathogen control, without losing sight of production process efficiency. **Expo FoodTech 2025** will analyze the role of cutting-edge biotechnological tools for the prevention and control of pathogenic bacteria with experts such as **Amaia Lasagabaster**, Senior Researcher at **AZTI**, and **Antonio González de Bulnes**, Biotechnology and R&D Director at **CUARTE** (Grupo Jorge).

In addition, a key meeting will be held with the participation of platforms such as the **Catalan Association for Innovation in the Meat Sector**, the **Ebro Valley Food Cluster**, and the **Navarra Agri-Food Cluster**. This space will allow for an open dialogue on how the meat sector should adapt to new technological and sustainable scenarios, promoting a collaborative and cross-sectoral vision where technology is not only a driver of change but also a tool for sectoral cohesion.

Fishing and aquaculture: digitalization for a more sustainable ocean

The journey towards sustainability also includes the fishing sector, where digitalization is redefining traditional practices. Through smart sensors, artificial intelligence, and real-time data analysis, fishing and aquaculture are becoming increasingly efficient activities that are more respectful of the marine environment. Sector professionals such as **Femke Aers** and **Joseba Castresana**, Researchers in fishing vessel technology at **ILVO** and **AZTI** respectively, will show how these technologies are optimizing resource management, improving traceability, and reducing environmental impact.

Innovation in the marine field does not stop there. Increasing fish consumption is a priority both for health reasons and ecological balance. Therefore, **Expo FoodTech 2025** will dedicate a space to explore how the industry is developing new seafood products that are more appealing, accessible, and sustainable to captivate today's consumers. **Ruy Pereira**, Business Development Director at **Grupo Pereira**; **Iratxe Berriozabal**, Marketing Director at **Angulas Aguinaga**; and **Juan Basagoiti**, CCO at **Echegastar**, will share real-life cases showing how innovation in processes, formats, and distribution is transforming the market.

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.