Food 4 Future - Expo FoodTech 2025 will bring together key leaders to drive innovation and sustainability in the food industry

Technology leaders, plant managers, and procurement and sales experts will gather at F4F – Expo FoodTech 2025 to explore how automation, artificial intelligence, energy savings, and data management are redefining the present and future of the food industry

From Tecnalia to UVESCO, including Christeyns, Biomerieux, and Ibernova, will share their latest success stories at the event to optimize processes, reduce costs, and meet the new demands of the market

Madrid, April 24, 2025 – The technological transformation of the food industry requires a bold step forward—one that embraces purposeful innovation aligned with both business strategies and market trends. Success does not rest on a single figure but on the collaboration among those who define the roadmap, validate investments, and respond to consumer needs.

That is why **F4F – Expo FoodTech 2025**, taking place **May 13–15 at the BEC in Bilbao**, will bring together the key players in this evolution: plant managers, CTOs, and procurement and sales experts. These professionals, with their expertise and experience, are reshaping the way food is produced and managed. To highlight this new reality, Expo FoodTech 2025 will host the **Plant Manager Summit and the CTO, Purchase & Sales Summit**, where the focus will be on how innovation is enhancing efficiency, sustainability, and market competitiveness.

Automation, robotics, and artificial intelligence for a more efficient and sustainable industry

One of the key themes at the **Plant Manager Summit** will be the role of automation and robotics in production plants. Far from being a mere promise, **process digitalization** is already streamlining operations, reducing waste, and helping companies meet ambitious environmental goals. Experts such as **Urko Esnaola**, Head of Robotics for Industrial Flexibility at **Tecnalia**; **Luis Manuel Martínez**, Food & Beverage Vertical Market Manager at **Beckhoff Automation**; **Óscar Palacín**, Researcher at the Robotics and Automation Unit of **Eurecat**, and representatives from companies such as **ProLeit (Schneider Electric Spain)** will present real-life examples of how robotic technologies are already being used in handling, packaging, and quality control tasks.

However, this transformation goes beyond physical automation. **Artificial intelligence** is gaining ground as a cross-functional tool throughout all stages of the food process. From predictive analytics on production lines to dynamic supply chain management, **AI** enables faster decision-making based on real-time data. **Pol Torres**, Head of AI Energy & Agrifood Research Line at Eurecat, and **John Amin**, Founder and CEO of **PRINT&GO** and **INTECH3D**, will demonstrate how **machine learning algorithms** and **computer vision systems** are being used to adjust production according to demand, minimize errors, and ensure consistent quality.

At the same time, resource efficiency has become a top priority. Amid high energy costs and growing environmental pressure, food plants are seeking ways to reduce water and energy consumption without compromising productivity. In this regard, **Luis Miguel Luengo**, Corporate

CIP Application Specialist at **Christeyns**, and **Guillaume Dancoisne**, EMEA Business Development Manager at **Biomerieux**, will focus on practical measures already delivering **significant operational savings** and strengthening the sustainability of their processes.

The key role of CTOs and procurement and sales managers in digital transformation

For the digital transformation of the food industry to be truly effective, **strategic decisions must extend beyond the production plant**. At the **CTO, Purchase & Sales Summit**, the discussion will shift to a strategic level, with particular attention paid to how to manage tech investments, structure data to generate value, and integrate digital platforms to enhance agility and traceability.

Digital platforms have become the new common language of the sector. From procurement management to product traceability and supplier-client relationships, their implementation is redefining how foodtech companies operate. Representatives from **Ibernova** and **Euskaber Ibernova** will share their experience integrating these solutions, highlighting how these tools **enhance process visibility**, **reduce errors**, and **enable faster, more coordinated decision-making**.

But managing technology well is only one part of the equation—**understanding what the market demands is equally critical**. AI-based predictive tools are proving to be powerful allies in this field, allowing companies to forecast sales trends and adjust promotions or budgets based on real-time performance. Expo FoodTech 2025 will feature success stories like **UVESCO**, which already uses forecasting models to optimize **budget control at each point of sale**, showing how advanced analytics is becoming part of the commercial daily routine.

This shift, however, would not be possible without **proper data management**. This is where the connection between data management and **machine and deep learning technologies** comes into play. The key is not just to collect data but to process it effectively, integrate it with other sources, and feed it into systems capable of learning and anticipating. During the congress, experts will discuss how to overcome data quality challenges, scale models in industrial environments, and avoid silos that hinder a comprehensive business view.

The value of these transformations will be shared at the event by decision-makers such as **Arantza Madariaga**, Director of **Elika (Basque Foundation for Agri-Food Safety)**; **Itxaso Ibarra**, Data Scientist at **Gashor**, and **Miriam Vegara**, Head of Environment and Improvement at **Hijos de José Serrats**.

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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, 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.