

Innovation, investment and strategic alliances will mark the pulse of the entrepreneurial ecosystem at the Expo FoodTech Startup Forum 2025

FoodTech Startup Forum, to be held as part of F4F - Expo FoodTech from 13 to 15 May at the BEC in Bilbao, will showcase the most disruptive technological projects that are transforming the food industry

More than 200 startups from all over the world will participate in the forum to drive the future of the food and beverage industry with innovation and technology

Madrid, May 8, 2025 – The food industry is undergoing a profound transformation process that is changing the way food is produced and consumed. In this context, startups have become a very important part of driving this transformation, thanks to their innovative approach and digital mindset. From technological solutions that optimise traceability and reduce waste, to new product proposals that respond to the most cutting-edge market trends, startups are rewriting the rules of the game and helping established companies to evolve.

With the aim of highlighting entrepreneurial talent, [F4F – Expo FoodTech 2025](#), the major food innovation trade fair to be held from 13 to 15 May at the BEC in Bilbao simultaneously with [Pick&Pack for Food Industry](#), will once again feature the **Expo FoodTech Startup Forum**. This forum will bring together business leaders, investors, entrepreneurs and potential partners to promote disruptive solutions, generate synergies and foster collaboration. More than 200 startups from all over the world will present projects based on applied technologies such as **automation and robotics, industry 4.0, refrigeration and air conditioning, logistics, environment and energy, agrotechnology, food processing, food packaging, food science and food safety**, in front of technology clusters, companies, associations, universities and technology and innovation centres.

Open innovation processes will undoubtedly once again be one of the main topics at the Expo FoodTech Startup Forum, where some of the collaboration models between large corporations and startups that are accelerating joint growth will be analysed. Through case studies and the experience of companies such as **Pascual, ICEX Invest and AECOC**, the advantages of integrating entrepreneurial agility with corporate resources will be discussed, generating strategic alliances that boost the foodtech ecosystem and open new development and investment opportunities.

The event will also focus on the investment potential of the agrifood sector, with a special focus on the role of synthetic biology as a catalyst for change in agrifoodtech. Investment funds and industry experts will analyse emerging trends, strategic funding criteria and the factors that condition the scalability of startups. In this context, companies such as **NASERTIC, BrandSmith and Beta Capital** will offer their vision on how to build a competitive and sustainable ecosystem from a regional and global perspective.

Led by **Asier Alea**, Director of Global Development at the Basque Culinary Center, attendees will be able to learn first-hand about the **GOe (Gastronomy Open Ecosystem)**, an initiative that will contribute from gastronomy to build a more delicious, healthy and sustainable future. As an example, products such as Chocoffee (with recycled coffee grounds), No-cheese Almond Cream

(vegan alternative to cheese) or fermented drinks with probiotic and antioxidant properties, all with a clean label and circular economy approach, will be on display.

On the other hand, experts from **Venture Capital, Seed Capital and AINIA** will analyse in depth the profitability and investment attractiveness of the food sector. They will share their strategies for identifying opportunities with high return potential, unpacking profitability metrics and trends that set the investment agenda in key segments such as food and beverage processing.

During the morning of 15 May, **Expo FoodTech 2025 will become the meeting point for more than 200 startups from all over the world** in the fields of agritechology, industry 4.0, automation, refrigeration and air conditioning, food processing, food packaging and food science. In this space, they **will present their most disruptive projects** in front of more than 40 international investment funds, global technology clusters and the food sector, with the aim of establishing synergies and contributing to the future and evolution of the sector.

Germany's foodtech ecosystem as guest country

Germany will be the guest country at F4F - Expo FoodTech 2025, with a prominent institutional and business representation headed by the Honorary Consul in Bilbao, Michael John Voss. This participation reinforces Germany's role as a benchmark in food innovation and seeks to strengthen the ties of cooperation with the Spanish agrifood ecosystem, in a firm commitment to the exchange of knowledge and the promotion of international collaboration.

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.