



## **F4F – Expo Foodtech and Eatable Adventures launch the first global open innovation forum on food tech**

**The goal is to solve the major challenges facing the food sector by connecting corporations with startups and international solvers through open innovation and corporate venturing**

**The event will take place as part of F4F – Expo Foodtech and Pick&Pack 2026, on May 27 and 28 in Bilbao**

**Madrid, February 26, 2026 – [F4F – Expo Foodtech 2026](#) and [Pick&Pack for Food Industry](#), the major technology event for the food and beverage sector, and **Eatable Adventures**, the leading global accelerator in Agrifoodtech, launch the **first global open innovation forum in the field of foodtech**. The Open Innovation & Corporate Venturing Summit, which will take place on **May 27 and 28** at the Bilbao Exhibition Center (BEC), will bring together corporations, startups, solvers and international institutions to solve the current challenges facing the food and beverage industry.**

The aim is to offer large companies in the sector a structured space where they can present their strategic and technological challenges to the international entrepreneurial ecosystem and access innovative solutions which are ready to be piloted, scaled up or invested in. The forum will therefore be built around corporate challenges defined by large food companies in specific areas such as upcycling and by-product recovery, artificial intelligence and digitization, pathogen detection and shelf-life extension, smart packaging and logistics and more efficient and sustainable agricultural practices.

Based on these challenges, strategic matchmaking will be facilitated with carefully selected national and international agrifoodtech startups and solvers, with the aim of generating real opportunities for collaboration, pilot projects, commercial agreements or investment. Likewise, those corporations that require a more strategic approach will be able to access a personalized support format to work on specific challenges or lines of innovation, with reinforced support in the activation phase after the event.

*“This conference was created to respond to a clear need in the sector: to effectively connect corporations with innovation that already exists outside their organizations and turn that connection into tangible results”, says **Sergio Fabregat**, director of Expo Foodtech.*

For her part, **Mila Valcárcel**, Managing Partner at Eatable Adventures, points out that *“open innovation is no longer a strategic option, it is a priority. The real challenge is not identifying innovative solutions but integrating them quickly and judiciously within the organization. Many companies have ambition and resources, but they need structures that convert the pipeline into pilots and real business decisions. This forum was created precisely to facilitate that step”.*

At the same time, the forum will also feature a high-level agenda that will include inspirational keynotes from international leaders in corporate venturing and open innovation, strategic panels addressing the keys to collaborating effectively with startups and success stories from corporations that are already driving their growth through open innovation.



## **A strategic partnership to boost food innovation**

With this strategic alliance, Expo Foodtech and Eatable Adventures consolidate their commitment to accelerating the transformation of the agri-food system through open innovation models, promoting effective connections between large corporations, technology startups, investors, and public and private institutions. This initiative not only creates a new high-value space for activating joint projects and identifying disruptive solutions but also strengthens the international cooperation network around food technology. The agreement will strengthen ties with the main agri-food innovation hubs in Italy and Latin America, two regions that are particularly dynamic in the development and adoption of foodtech solutions, promoting new business opportunities, technology transfer and cross-border pilot projects.

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**About Expo FoodTech (May 27-28, 2026, BEC-Bilbao):** Expo FoodTech is the innovation event for professionals across the entire food and beverage value chain. Over two days, Food 4 Future – Expo FoodTech will gather industry leaders at the Bilbao Exhibition Centre (BEC) to explore the latest solutions in foodtech, robotics and automation, processing and packaging machinery, food safety, and food science. It will also host the Food 4 Future World Summit, Europe's largest congress to discover trends, success stories, and tools to transform the food and beverage industry. F4F - Expo Foodtech, organized by NEBEXT and AZTI, will be held simultaneously with [Pick&Pack for Food Industry](#), the only event in Spain specializing in packaging and logistics solutions for the food industry.

**About NEBEXT:** Next Business Exhibitions (NEBEXT) is the largest private organizer of professional events in Spain specializing in technology, innovation, and sustainability for different industries.

**About AZTI:** AZTI is a scientific and technological center that develops high-impact transformation projects and businesses with organizations aligned with the 2030 SDGs. Specializing in the marine environment and food, it provides cutting-edge, value-added products and technologies based on solid science and research.