

## CEOs from Frit Ravich, Nestlé, Danone, Ferrero, Deoleo and Campofrío to discuss the New Era of the Food Industry at Expo FoodTech 2026

**The leading technology fair for the food and beverage sector has opened registration to bring together more than 8,000 professionals in Bilbao**

**The sixth edition of Expo FoodTech, held simultaneously with Pick&Pack from May 27 to 28, will showcase more than 400 innovations**

Madrid, March 13, 2026 – [F4F – Expo FoodTech 2026](#) will once again be the must-attend international meeting point for the food industry from **May 27 to 28** in **Bilbao, Spain**. The event, which will be held simultaneously with **Pick&Pack for Food Industry**, [has already opened registration](#) so that **more than 8,000 professionals** from the food and beverage sector can discover the latest innovations in food processing, automation and robotics, logistics, and food packaging that are taking the industry to a new dimension.

Under the slogan “Optimize Everything, Accelerate Success,” the technology fair will also host the [Food 4 Future World Summit](#), Europe's largest conference on food innovation and management optimization in the sector. More than **300 international experts** will share the latest trends, success stories, and industry predictions that are changing the way food is produced, improving processes, and moving toward a more efficient and sustainable sector.

The conference will feature a top-level agenda made up of executives and leaders from renowned national and international brands. Among them will be **Judith Viader**, CEO of Frit Ravich, winner of EY's 2025 Entrepreneur of the Year Award (PEA) for Catalonia, who has been running the family business for three decades. Also participating will be **Susana Entero**, General Manager of Kellanova, recognized for her commitment to healthy nutrition; and **Jordi Llach**, CEO of Nestlé, who has led, among other things, the transformation of the company's portfolio by focusing on the development of plant-based products.

Other prominent names who have confirmed their participation in the fair include **François Lacombe**, CEO of Danone, a key figure in the company's strategy and strongly committed to health and sustainable food; **Antonella Sotero**, Managing Director of Ferrero, one of the most prominent CEOs in Spain according to Forbes; **Pilar Damborenea**, European Director of OOH at General Mills, recognized as one of the ten most influential women among Spain's top executives; **Cristóbal Valdés**, CEO of Deoleo, with extensive experience in the industrial sector both nationally and internationally; and **Javier Dueñas**, President of F4F – Expo Foodtech and CEO of Campofrío, with more than 25 years of experience in the company, where he has led, among other things, the finance department and managed the business unit specializing in fresh meat products.

All these industry leaders will share their knowledge as part of a program of content focused on each segment of the industry—meat, beverages, dairy, fishing, fruit and vegetables, new ingredients—and on each professional profile—CEOs, plant managers, CTOs, CIOs, R&D directors, and operations and logistics managers. The Food 4 Future World Summit will also host the Packaging Summit, as well as a conference dedicated to logistics organized by UNO Logística.

## Over 400 cutting-edge innovations

Innovations will once again be at the heart of the fair. More than **250 exhibiting companies** will present over 400 cutting-edge solutions in Artificial Intelligence, Big Data, IIoT, blockchain, robotics, and more, applied to food production plants. Attendees will be able to see firsthand how these tools are helping to automate processes in the sector and contribute to the advancement of a new model that improves product quality while achieving a more efficient and sustainable industry.

Alongside its conference and exhibition area, Expo Foodtech remains committed to a series of parallel events that will strengthen networking among attendees. The fair will feature the **Foodtech Innovation Awards 2026**—the premier awards for food innovation—and technology tours. For the first time, it will also host the **first global forum for open innovation in the foodtech sector**, the Open Innovation & Corporate Venturing Summit, organized by Eatable Adventures.

Likewise, for the third consecutive year, F4F – Expo Foodtech will be held simultaneously with [Pick&Pack for Food Industry 2026](#), the only fair in Spain focused on packaging and logistics for the food industry. Professionals from the food industry will be able to get a comprehensive view of the sector and discover the latest innovations in food packaging, as well as solutions for food logistics, from technologies for smart warehouses, AGVs, traceability solutions to logistics robotics

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[About Expo FoodTech \(May 27 and 28, 2026, BEC-Bilbao\)](#): this is the leading innovation event for professionals across the entire value chain of the food and beverage sector. Over two days, F4F – Expo Foodtech will bring together food industry professionals at the Bilbao Exhibition Centre (BEC) to learn about the latest solutions in foodtech, robotics and automation, processing and packaging machinery for different segments of the food industry, as well as food safety and science. It will also host the Food 4 Future World Summit, the largest European congress where you can discover the latest 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 Spain's largest private organizer of professional events specializing in technology, innovation, and sustainability for various industries.

[About AZTI](#): AZTI is a science and technology 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.