

Expo Foodtech 2026 to Examine How Geopolitics Is Testing the Food Supply Chain

The leading food tech event will bring together industry leaders to explore the sector's future amid inflation, trade tensions, and energy and climate challenges

Global experts from Nestlé, Unilever, Danone, and Ferrero, among many others, will share their insights from May 27 to 28 at the Food 4 Future World Summit

Madrid, April 8, 2026 – Food production has become a strategic asset in a global context shaped by trade tensions, climate crises, and increasing competition for resources. In this scenario, [F4F – Expo FoodTech 2026](#) and [Pick&Pack for Food Industry](#), the major technology event for the food and beverage sector, will bring together key industry players on **May 27 to 28 at the Bilbao Exhibition Centre (BEC)** to analyze how inflation, tariffs, regulations, and traceability are redefining markets and margins.

Over two days, **more than 300 international experts** will share the latest trends, success stories, and industry forecasts driving changes in how food is produced, how processes are optimized, and how the sector is advancing toward greater efficiency and sustainability. In this context, experts such as Oriol Molins, Managing Director International at **Internacional de Embutidos**; Nestor Nava, General Manager of **Grupo Gallo**; Javier Roza, General Manager of **Mantequerías Arias**; and José María Bonmatí, Director General of **AECOC**, will explore how brands can turn challenges into opportunities through origin, sustainability, and the smart use of data—activating key levers such as diversification, strategic partnerships, and compelling storytelling to position themselves in the new global landscape.

Senior Leadership and Change: How to Lead the New Food Era

The transformation facing the food industry will require its top executives to redefine strategies, accelerate innovation, and strengthen their organizations' adaptability. With this premise, the **Food 4 Future World Summit** will bring together senior executives such as Jorge Escudero, CEO of **Nueva Pescanova**; Cristóbal Valdés, CEO of **Deoleo**, the world's largest olive oil company; Susana Entero, CEO of **Kellanova**, owner of brands such as Corn Flakes, Special K, and Pringles; and Jordi Llach, CEO of **Nestlé Iberia**, to discuss how they are addressing challenges such as digitalization, the rise of artificial intelligence, the need to advance sustainability, and evolving consumer habits.

Alongside them, François Lacombe, General Manager of **Danone**, who has strengthened the company's commitment to scientific innovation, sustainability, and the circular economy; Antonella Sottero, General Manager of **Ferrero**, the Italian group that combines tradition and innovation to ensure iconic brands such as Nutella and Kinder continue to resonate across generations; Óscar Vicente, CEO of **Angulas Aguinaga**; and Marta González-Mesones, General Manager of **Unilever Spain**, will delve into leadership and transformation in the FMCG sector. Expo Foodtech 2026 will highlight how new leadership approaches are impacting corporate culture, decision-making, and companies' innovation capacity, at a time defined by uncertainty and the need to anticipate change.

In addition, **César Valencoso**, one of the most recognized voices in consumer goods analysis in Spain and Consumer Insights Director for Southern Europe at Kantar, will address the role of the consumer as a catalyst for change. Alongside him, **José Ramón Castro**, General Manager of Siemens Digital Industries, will analyze the technological trends that are reshaping the food industry.

In a context where efficiency and productivity are key to sector competitiveness, **more than 8,000 professionals** from the food industry will attend Expo Foodtech to discover technological solutions in AI, data analytics, robotics, cybersecurity, and food processing and automation, helping them optimize processes and improve food production and distribution.

[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.