

## Expo FoodTech 2026 to showcase smart and sustainable packaging solutions for the food industry

**Expo Foodtech 2026 and Pick&Pack will showcase cutting-edge solutions in smart sensors, active and biodegradable materials, and data-driven packaging systems for the food industry.**

**Packaging managers from companies such as Mahou-San Miguel, Eroski, and Florette, among others, will analyze the impact of intelligent packaging that helps extend shelf life and improve food traceability.**

**Madrid, April 17, 2026** – Smart packaging is revolutionizing the way food products are protected, monitored, and delivered, combining cost reduction with greater value for consumers. In this context, [F4F – Expo Foodtech 2026](#) and [Pick&Pack for Food Industry](#), taking place simultaneously **on May 27 and 28** at the **Bilbao Exhibition Centre (BEC)**, will bring together packaging managers from renowned food companies alongside packaging industry experts to showcase cutting-edge solutions such as smart sensors, active and biodegradable materials, and data-driven packaging systems that optimize shelf life, traceability, and sustainability.

During the two-day fair, **more than 300 international experts** will take the stage at the Food 4 Future World Summit to share the latest trends, success stories, and technological solutions transforming the entire food value chain, including food packaging. The **Packaging Summit** will demonstrate how trends such as smart packaging, eco-friendly materials, and design strategies influence purchasing decisions.

Packaging no longer simply aims to contain products but has become a strategic tool for standing out in a competitive market. **Sonia Muro**, Packaging Manager at **Florette**; **María de Dios Maquieira**, Head of R&D&I for Packaging at **Mahou-San Miguel**; and **Belén García**, Director of Packnet, will explore how innovative packaging solutions enhance brand identity, improve the consumer experience, and support sustainability goals.

Additionally, the Packaging Summit will bring together executives from Spain's leading SCRAPs (waste management organizations) to discuss the implications of the new European Union regulation aimed at reducing the environmental impact of packaging and its waste. **Rebeca Mella**, waste management manager of Ecoembes; **Carmen Sánchez**, General Director of Procircular Envases; **Luis Moreno**, General Director of Ecolec Waste Hub; and **Laura Sanz**, General Director of Implica, will analyze the key milestones of this regulation and how packaging is consolidating as a strategic lever for the competitiveness of the agri-food chain.

### **Sustainability: A Cross-Cutting Issue in the Food Industry**

One of the major challenges facing the food industry is the packaging sustainability. In this context, representatives from the food industry, distribution, material manufacturers, and technological centers such as **Ainara Llona**, R&D&I Innovation and Financing Manager at **Eroski**; **Jon Fernández**, Sales Director at Vrizzo; **Arantza Madariaga**, Director of the ELIKA Foundation; **Álvaro Tejado**, Lead Researcher at Tecnalia; **Elisabet Narvaiza**, Innovation Technician at Ausolan; and **Jon Ander Egaña**, Director of the Basque Food Cluster, the organization leading

**Ontzi** (Basque Food Packaging Innovation Hub), will share their experience on how they are addressing regulatory compliance, the main challenges, and the solutions already being implemented in the sector.

Another major challenge for the sector is reducing carbon emissions across the entire food value chain, a key factor in strengthening long-term resilience and maintaining market leadership. **Pere Coll**, R&D&I Manager at Enplater, will discuss specific strategies such as the incorporation of renewable energy, process optimization, the use of sustainable packaging, and involving suppliers to minimize companies' carbon footprint in areas such as sourcing, production, logistics, and commercial distribution.

All of this will take place in a context where efficiency and productivity are already decisive levers for the competitiveness of the food industry. That's why **over 8,000 food and beverage professionals** will attend F4F - Expo Foodtech and Pick&Pack for Food Industry to discover technological solutions in AI, data analytics, robotics, cybersecurity, and food processing automation that will help optimize processes and improve food production and distribution.

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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.