



Campofrío, Nueva Pescanova, and Stolt to discuss the sustainable future of the meat and seafood industries at Expo Foodtech 2026

From May 27 to 28, the event will explore how to meet new consumer demands, improve competitiveness, and reduce environmental impact

Madrid, May 5, 2026 – Sustainability has become one of the main drivers of transformation in the food industry. **In sectors such as meat and seafood**, this challenge coexists with others, including changing consumer demands, price pressures, the need to advance digitalization, the search for more efficient production models, and innovation in new products, formats, and protein sources.

In this context, [Expo FoodTech 2026](#), the major technology trade show for the food and beverage sector, which will take place on **May 27 and 28 in Bilbao, Spain**, will feature dedicated sections for the meat and seafood sectors. Throughout various sessions, leaders and experts will discuss the latest strategies and new business models that must ensure competitiveness without sacrificing sustainability in an environment marked by price pressures, regulatory changes, the need to reduce environmental impact, and the adoption of new technologies.

Transformation of the meat industry: Sustainability, digitalization, and efficiency

In the meat industry, the [Food 4 Future World Summit](#) will examine some of the major challenges shaping the present and future of the sector, featuring executives and experts such as **Lluís Castarlenas**, Head of Digital Strategy at Valls Companys; **Oriol Molins**, Managing Director of Leo Boeck; **Vanesa Martínez**, CEO of the Carinsa Group; and **Lourdes Santos**, Director of HR Development at Campofrío.

Reducing environmental impact, animal welfare, minimizing waste, and responsible sourcing have become priorities for an industry that must simultaneously meet an increasingly demanding global demand for animal protein. **Clara Hernández**, Director of Environment, Climate Change, and Sustainability at Sigma (Campofrío Group); **Coral Carrasco**, R&D&I Coordinator at Vall Companys; and **Hannah Valerio**, Social Researcher at the Imancorp Foundation, will explore how digitalization is becoming a pathway to improving processes, gaining efficiency, and increasing the technological maturity of the value chain.

The conference will also focus on price pressures, changing consumer expectations, the evolving regulatory landscape, and growing demands regarding animal welfare and climate impact. **Elena Martínez**, CEO of Martínez Somalo (a family-owned company specializing in cured meats and hams), and **Giuseppe Aloisio**, General Director of the National Association of Meat Industries of Spain (ANICE), will discuss how to turn these challenges into opportunities through new, more accessible formats, greater transparency, improved brand positioning, and closer collaboration among producers, distributors, and the foodservice industry.

The summit will also explore product innovation as a driver of growth. **Carlos Díaz**, R&D Leader at Sigma, will discuss how R&D is reinventing formulations to meet the demand for healthier, more natural, and functional foods. For his part, **Santiago Aliaga**, CEO of Zyrcular Foods, will explore how to integrate ESG objectives into business decision-making through eco-design, energy efficiency, low-carbon procurement, and the use of artificial intelligence and advanced analytics.



Marine proteins: Key to the transition toward sustainable food systems

Sustainability will also be the central theme of the fisheries track, which will focus on the role of marine proteins and aquaculture in the transition toward more sustainable food systems. **Leire Arantzamendi**, Senior Researcher at AZTI; **Diego Lois**, New Product Development at Stolt; **Isa Beatriz Domingos**, a researcher in Porto-Muiños; and **Marta Martínez**, scientist at the Spanish National Research Council, will discuss how technological innovation, efficiency, reduced environmental impact, and business models with social and economic purpose can contribute to food security, protein diversification, and resilience to climate change.

The gathering will also address the democratization of seafood consumption. Representatives from across the value chain, including **María Luisa Álvarez**, General Director of Fedepesca; **Gorka Azcona**, Head of Fisheries at Eroski; and **Ander Aguirre**, Client Director at Kantar, will analyze strategies to bring fish closer to consumers through new formats such as individual portions, frozen or canned products, clearer communication at the point of sale and on digital channels, and simpler, more inspiring culinary ideas.

The strategic dimension of the sector will also be examined from the perspective of senior executives at major companies. **Jorge Escudero**, CEO of Grupo Nueva Pescanova, and **Óscar Vicente**, CEO of Angulas Aguinaga, will share their insights on how companies are responding to geopolitical tensions, rapid technological advancement, digitalization, artificial intelligence, sustainability, and shifts in consumer behavior.

[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.