

# ALIMENTARIA+HOSTELCO 2026 - F&H Startups Arena

## Monday, 23 of March (morning)

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
10:15 h		
10:30 h		
10:45 h		
11:00 h	<p><b>F&amp;H Startups Arena Welcome</b></p> <p><i>Josep Usall, director general de l'IRTA; Joan Romero, director executiu d'ACCIÓ; Ana Matas, Events Project Manager at Alimentaria Exhibitions; Joan Godia, Director General de Empreses Agroalimentàries, Qualitat i Gastronomia de la Generalitat de Catalunya</i></p>	<p><b>B2B Meetings Corporate+Startup</b></p> <p><b>AKO</b> - Albert Pàmies, R&amp;D Manager</p>
11:15 h		<p><b>Vandemoortele</b> - Vanessa Castillo, Marketing &amp; Product Manager</p>
11:30 h	<p><b>Food &amp; Hospitality Corporates Summit</b></p> <p><b>DAMM</b> <i>Laura Gil, Chief Data and Digital Officer</i></p>	<p><b>Bühler Group</b> - Fernando Santiago, Technology &amp; Startup Scouting</p>
11:45 h	<p><b>TRANxFORMA Food</b> <i>José María Cobo, CEO</i></p>	<p><b>Caviaroli</b> - Santiago Ramon, CEO</p>
12:00 h	<p><b>Fruselva</b> <i>Angelo Ferrara, Managing Director Holle Baby Food AG</i></p>	<p><b>Nestlé España</b> - Azucena Fernández, Consumer &amp; Market Insights, Sales, and Marketing</p>
12:15 h	<p><b>AKO</b> <i>Albert Pàmies, R&amp;D Manager</i></p>	<p><b>La Martinuca</b> - Christopher Aguilar, CMO</p>
12:30 h	<p><b>Incapto Coffee</b> <i>Beatriz Mesas, Co-founder</i></p>	
12:45 h	<p><b>Mahou San Miguel + Europastry + La Finca</b> <i>Alejandro Arranz, Open Innovation and New Technologies Manager at Mahou San Miguel; Jordi Caballero, Global R&amp;D Bread Director en Europastry; Beatriz Gómez, Encarna Group</i></p>	
13:00 h	<p><b>La Martinuca</b> <i>Christopher Aguilar, CMO at La Martinuca</i></p>	
13:15 h	<p><b>Vegetales / Lluquats Vegetals</b> <i>Lorena Salcedo, R&amp;D Innovation and Disruptive Knowledge Manager</i></p>	<p><b>FREE MEETINGS B2B</b> 8 tables 40 slots - 20' each</p>
13:30 h	<p><b>Enhol Alimentación</b> <i>Lucas Irisarri, Food Strategy &amp; business Development Manager</i></p>	
13:45 h	<p><b>Isle Delice</b> <i>Gustavo Alonso, Country Manager</i></p>	
14:00 h		
14:15 h		
14:30 h	<p><b>Lunch break</b></p>	<p><b>Lunch break</b></p>
14:45 h		

# ALIMENTARIA+HOSTELCO 2026 - F&H Startups Arena

## Monday, 23 of March (afternoon)

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
15:00 h	<p><b>Innovation Sessions</b></p> <p>—</p> <p><b>Connectem: Aliments Km0 amb mirada social</b> <i>Marisol Hernández, Responsable Àrea Alimentària de CET El Pla</i></p> <p>—</p> <p><b>Visens: integració de sensòrica de nova generació en cellers catalans</b> <i>Josep Serra, Propietari Celler La Vinyeta</i></p> <p>—</p> <p><b>PREMIERE: impulsant projectes d'innovació agroalimentària amb l'enfocament multi-actor</b> <i>Albert Escolà, Technician of Premiere Project - Food and Agricultural Service of the Generalitat of Catalonia</i></p>	<b>Lunch break</b>
15:30 h	<p><b>Pitch session 1</b></p> <p><b>New products &amp; ingredients (15:30 h)</b></p>	<p><b>B2B Meetings Corporate+Startup</b></p> <p><b>Bühler Group</b> - Fernando Santiago, Technology &amp; Startup Scouting</p> <p><b>Caviaroli</b> - Santiago Ramon, CEO</p> <p><b>Nestlé España</b> - Azucena Fernández, Consumer &amp; Market Insights, Sales, and Marketing</p> <p><b>La Martinuca</b> - Christopher Aguilar, CMO</p>
15:45 h	<p><i>Vanetta Food</i></p> <p><i>Noiet</i></p> <p><i>Gimme Sabor</i></p>	
16:00 h	<p><i>Ingredalia</i></p> <p><i>KIKO</i></p> <p><i>Sporalys</i></p>	
16:15 h	<p><b>Sustainability (16:12 h)</b></p>	
16:30 h	<p><i>Uraphex</i></p> <p><i>Poseidona</i></p> <p><i>Coffee kiers</i></p> <p><i>Karetta Maluca</i></p> <p><i>Revolución sostenible</i></p> <p><i>[i] Soren</i></p>	
16:45 h	<p><b>Circular packaging, reuse &amp; shelf-life (16:54 h)</b></p>	
17:00 h	<p><i>Bio2Coat</i></p> <p><i>Color Sensing</i></p> <p><i>Pack2Earth</i></p>	
17:15 h	<p><i>NULAB</i></p> <p><i>Regrain Beer Company</i></p> <p><i>Pots Innovative Reuse System</i></p>	
17:30 h	<p><i>Navarre Spirits</i></p> <p><i>Allbiotech</i></p>	
17:45 h	<b>Casual Innovation Meetup</b>	
18:00 h		
18:15 h		
18:30 h		

# ALIMENTARIA+HOSTELCO 2026 - F&H Startups Arena

## Tuesday, 24 of March (morning)

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
10:15 h	<p><b>Round table: Future of Nutrition &amp; Digital Wellness Summit</b></p> <p>Antoni López, Business Development Manager at Femme UP; Adrián Heredia, CEO at Byld; Adrià Galdeano, Founder and CEO at Atomite</p>	
10:30 h		
10:45 h		
11:00 h	<p><b>Food &amp; Hospitality Corporates Summit</b></p>	<p><b>MENTORING DAY</b></p> <p><b>Mentoring session 1</b></p> <p>Marc Caballé, Innovation officer at IRTA Rogelio Pozo, CEO at AZTI</p> <p>Eva Bataller, Business Development Manager at Agrotec UV Ludovine Ratel, Project Manager at KM Zero</p> <p>Carolina Janer, European Partner Attorney at ZBM Patents &amp; Trademarks Germán Grimaldo, CEO at Bybusiness AI</p> <p>José María del Valle, Lawyer and Intellectual Property Agent at Pons IP Fernando Ortega, freelance</p> <p><b>Mentoring session 2</b></p> <p>Irina Moreno, Head of Innovation and Transfer of Agri-Food Technologies at UPC Rogelio Pozo, CEO at AZTI</p> <p>Eva Bataller, Business Development Manager at Agrotec UV Ludovine Ratel, Project Manager at KM Zero</p> <p>Alejandro Arranz, Open Innovation and New Technologies Manager at Mahou San Miguel Glòria Cugat, General Sub-director for Agri-food Transfer and Innovation at Generalitat de Catalunya</p> <p>José María del Valle, Lawyer and Intellectual Property Agent at Pons IP Germán Grimaldo, CEO at Bybusiness AI</p> <p><b>Mentoring session 3</b></p> <p>Irina Moreno, Head of Innovation and Transfer of Agri-Food Technologies at UPC Glòria Cugat, General Sub-director for Agri-food Transfer and Innovation at Generalitat de Catalunya</p> <p>Xavier Arola, CEO at Kinetix Impact Julián Ramírez, Project Coordination &amp; Business Developer at Kinetix Impact</p> <p>Marc Caballé, Innovation officer at IRTA Vikesh Chugani, Tech Transfer at Atrineo Iberia Marta Vilà, Directora Ungria Patentes Barcelona Ester Badía, Business Development Coordinator at IRTA</p>
11:15 h	<p><b>Gloop + Mahou San Miguel</b></p> <p>Hernán Hernández, CoFounder Gloop; Rubén González, Lead in entrepreneurship at Mahou San Miguel</p>	
11:30 h	<p><b>Bühler Group</b></p> <p>Fernando Santiago, Technology &amp; Startup Scouting</p>	
11:45 h	<p><b>GBSB Global</b></p> <p>Xavier Arola, Head of Careers and Entrepreneurship Services</p>	
12:00 h	<p><b>Grupo Costa</b></p> <p>Alba García, Manager of Corporate R&amp;D&amp;I</p>	
12:15 h	<p><b>Hijos de Rivera + Bagazitos</b></p> <p>Juan Francisco Carrillo, CoFounder Bagazitos; Francisco Álvarez, Innovation Project Manager at Hijos de Rivera</p>	
12:30 h	<p><b>Grupo APEX</b></p> <p>Begoña Varona, R&amp;D Project Manager</p>	
12:45 h	<p><b>COVAP</b></p> <p>José Antonio Rísquez, Innovation and Business Development Manager</p>	
13:00 h	<p><b>Presentació retos Corporate Owners Open Innovation Challenge ACCIÓ</b></p>	
13:15 h	<p>FritRavich, Dallant, Puratos</p> <p>Ordesa, Werfoods, Salgot</p> <p>Incapto, Novacoop Mediterranea, Tetra Pak</p> <p>Grupo Carinsa, Borges, Fruselva</p> <p>Cadí, Ametller Origen, Cacaolat</p> <p>Alicia, Torres, Càmara Arrossera del Montsià</p>	
14:00 h	<p><b>Lunch break</b></p>	<p><b>Lunch break</b></p>
14:15 h		
14:30 h		
14:45 h		

# ALIMENTARIA+HOSTELCO 2026 - F&H Startups Arena

## Tuesday, 24 of March (afternoon)

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
15:00 h	<p><b><u>Innovation Sessions</u></b></p> <hr/> <p><b>Presentación La Vega Innova</b> <i>Diego Braojos, Director La Vega Innova</i></p> <hr/> <p><b>Nueva generación de productos proteicos texturizados: extrusionados de alta humedad con procesado inteligente</b> <i>Elena Fulladosa, Researcher in the Food Functionality and Safety Programme at IRTA</i></p> <hr/> <p><b>Beyond food: meat co-products potential applications</b> <i>Ricard Bou, Researcher in the Food Functionality and Safety Programme at IRTA</i></p>	<p><b><u>Lunch break</u></b></p>
15:15 h		
15:30 h		
15:45 h	<p><b><u>Pitch Start-ups Open Innovation Challenge</u></b></p>	<p><b><u>Food&amp;Hospitality Networking</u></b></p> <p><b>FREE MEETINGS</b> 7 tables 42 slots - 20' each</p> <hr/> <p><b>Liquats Vegetals</b> - <i>Lorena Salcedo, R&amp;D Innovation and Disruptive Knowledge Manager</i></p>
16:00 h		
16:15 h		
16:30 h		
16:45 h		
17:00 h		
17:15 h		
17:30 h	<p><b><u>Casual Innovation Meetup</u></b></p>	
17:45 h		
18:00 h		
18:15 h		
18:30 h		

# ALIMENTARIA+HOSTELCO 2026 - F&H Startups Arena

## Wednesday, 25 of March (morning)

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
10:00 h	<p><b>Como el modelo de transferencia TECNIO ayuda a impulsar a las startups</b> Manuel Palacín, Director de la Asociación TECNIO</p>	
10:30 h	<p><b>Alimentos vegetales con valor añadido: tres desarrollos reales en postres, platos preparados y bebidas</b> Ingrid Aguiló, Technician at Postharvest Programme at IRTA</p>	
10:45 h	<p>Fitbray Labregando Animal Welfare</p>	
11:00 h	<p><b><u>Investors Summit</u></b> <b>Round tables</b></p>	<p><b><u>Startup Clinics</u></b></p>
11:15 h	<p><b>Regulatory sandboxes to build resilient food and hospitality systems (11:00 h)</b></p>	<p><b>IPR Consultation and Advice (10:30 h)</b></p>
11:30 h	<p>Glòria Cugat, General Sub-director for Agri-food Transfer and Innovation at Generalitat de Catalunya; Patricia Larrayoz, AgriFoodTech Sandbox Manager at EATEX by CNTA; Fernando Rivero, Regulatory Scientist &amp; Toxicologist at ATOVA, Pablo Hernández, Global Innovation Manager at Sigma-Campofrio</p>	<p>José María del Valle, Catalonia and Aragon Manager at Pons IP Marc Caballé, Innovation officer at IRTA Jordi Elías, IP Consultant &amp; European Patent Attorney at ClarkeModet Maria Mercè, Head of Patents Department at Ponti &amp; Partners Carolina Janer, European Patent Attorney at ZBM Patents Marta Vilà, Ungria Patents&amp;Trademarks Barcelona Manager</p>
11:45 h	<p>Moderator: Cristina Garrido, Head of Food Safety and Quality at CNTA</p>	
12:00 h	<p><b>Food and international commerce agreements (11:45 h)</b></p>	<p><b>Market analysis and identification of potential clients (11:45 h)</b></p>
12:15 h	<p>José Miguel Flavian, Head of Foreign Trade. Spanish Chamber of Commerce in the United Kingdom; Maria Reig, Senior Consultant at the Miami Foreign Office at ACCIÓ Carles Mayol, Head of Container Department at Port of Barcelona</p>	<p>Germán Grimaldo, CEO at Bybusiness AI Rogelio Pozo, CEO at AZTI Xavier Arola, CEO at Kinetix Impact Julián Ramírez, Project Coordination &amp; Business Developer at Kinetix Impact Vikesh Chugani, Tech transfer at Atrineo Iberia Cecilia Wolluschek, CEO at CW Consulting</p>
12:30 h	<p>Moderator: Marc Moreno, Internationalisation Consultant for the Agri-Food Sector at ACCIÓ</p>	
12:45 h	<p><b>Food and hospitality investors ecosystem (12:30 h)</b></p>	<p><b>Data spaces, Living Lab and Test facilities (13:00 h)</b></p>
13:00 h	<p>Inma Rodríguez, Market Intelligence Manager at ACCIÓ; Pedro de Álava, Funds Director at Tech Transfer AgriFood; José María Cobo, CEO at TranXforma Food</p>	<p>Irina Moreno, Head of Innovation and Transfer of Agri-Food Technologies at UPC Agustí Fonts, Valorization Office Technician at IRTA Eva Ogué, Head of Valorisation Office at IRTA Roberto García, Computer Science and Digital Design Department at UdL Sarah Heaney, Market and Communications Lead at Naked Innovations</p>
13:15 h	<p>Moderator: Miguel Ángel Cubero, VP Finance &amp; Scale-Up at Food &amp; Agri Tech Europe (FATE)</p>	
13:30 h	<p><b>Impact investment driving sustainable innovation (13:15 h)</b></p>	
13:45 h	<p>Round table with: Fernando Casado, co-founder and general partner at Inclimo; Paula Casals, Fundraising &amp; Investment Associate at Ship2Be</p>	
14:00 h		
14:15 h		
14:30 h	<p><b><u>Lunch break</u></b></p>	<p><b><u>Lunch break</u></b></p>
14:45 h		

# ALIMENTARIA+HOSTELCO 2026 - F&H Startups Arena

## Wednesday, 25 of March (afternoon)

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
15:00 h	<p><b><u>Innovation Sessions</u></b></p> <p><b>Cárnicos loncheados que duran más: innovación en envase y formulación</b> <i>Elsa Lloret, Innovation Technician in Packaging and Food Technology at IRTA</i></p>	<p><b><u>Lunch break</u></b></p>
15:15 h	<p><b>Innovación azul: alimentos de alto valor a partir de subproductos del pescado</b> <i>Brigitte Martínez, Innovation Technician of the Food Quality and Technology Programme at IRTA</i></p>	
15:30 h	<p><b><u>Pitch session 2</u></b></p> <p><b>Proteins &amp; next-gen ingredients (insect, algae and bioprotein) (15:30 h)</b></p>	<p><b><u>Food&amp;Hospitality Networking</u></b></p> <p><b>FREE MEETINGS</b></p> <p>7 tables 42 slots - 20' each</p> <p><b>Liquats Vegetals</b> - Lorena Salcedo, R&amp;D Innovation and Disruptive Knowledge Manager</p> <p><b>Grupo Costa</b> - Alba García, Manager of Corporate R&amp;D&amp;I</p>
15:45 h	<p><i>Protiberia</i></p> <p><i>Algemy</i></p> <p><i>NUCAPS</i></p>	
16:00 h	<p><i>VPM Insect</i></p> <p><i>Genbioma</i></p> <p><i>Nèboda Farms</i></p> <p><i>Salaria Productos</i></p>	
16:15 h	<p><b>Food chain and logistics (16:19 h)</b></p> <p><i>Bumerania Robotics</i></p> <p><i>Oktics ATZ</i></p> <p><i>Neosanix</i></p> <p><i>Zertifier</i></p> <p><i>HCS</i></p> <p><i>Enoengineering</i></p>	
16:30 h	<p><b>Consumer experience &amp; Markets (17:01 h)</b></p> <p><i>Menuveo Enterprise</i></p> <p><i>RepScan</i></p> <p><i>Cook's Tribute</i></p> <p><i>BIYECTIVA</i></p>	
16:45 h		
17:00 h		
17:15 h		
17:30 h	<p><b><u>Casual Innovation Meetup</u></b></p>	
17:45 h		
18:00 h		
18:15 h		
18:30 h		

# ALIMENTARIA+HOSTELCO 2026 - F&H Startups Arena

## Thursday, 26 of March

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
10:15 h		
10:30 h	<p><b>Corporates: the voice of the experience</b></p> <p><i>Interviewed: Antoni Llorens, presidente y consejero delegado de Serunion</i> <i>Moderator: David Pozo, Head of Dissemination Office at IRTA</i></p>	<p><b>INVESTORS DAY</b></p> <p>ACCIÓ Programme</p> <p>Startups to Funding (S2F)</p>
10:45 h		
11:00 h	<p><b>Pitch session 3</b></p> <p>—</p> <p><b>New products &amp; functionals formats (11:00 h)</b></p> <p><i>The Pinch</i> <i>Europistachios</i> <i>Polos Naturales</i> <i>Excellence Fuel</i> <i>Cyanoterra</i> <i>Bgourmet Cozy Taste</i> <i>Bread Free</i> <i>Fruit &amp; Food Products</i> <i>Seabites petcare</i> <i>Flavoom</i> <i>Productos la Sala</i> <i>Marisma Biomed</i> <i>Tequerys</i></p> <p>—</p> <p><b>Drinks &amp; craft (spirits/wine/specialty) (12:31 h)</b></p> <p><i>Ositos</i> <i>Xarops Functional Beverages</i> <i>Escaramujo Wines</i> <i>Aluvinum</i> <i>Libertine Barcelona</i> <i>Matcha Tea Company</i></p>	
11:15 h		
11:30 h		
11:45 h		
12:00 h		
12:15 h		
12:30 h		
12:45 h		
13:00 h		
13:15 h		
13:30 h		
13:45 h		
14:00 h	<b>End of program</b>	<b>End of program</b>