

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	F&H Startups Arena Welcome <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>	B2B Meetings Corporate+Startup AKO - Albert Pàmies, R&D Manager Vandemoortele - Vanessa Castillo, Marketing & Product Manager Bühler Group - Fernando Santiago, Technology & Startup Scouting Caviaroli - Santiago Ramon, CEO Nestlé España - Azucena Fernández, Consumer & Market Insights, Sales, and Marketing La Martinuca - Christopher Aguilar, CMO
11:15 h		
11:30 h	Food & Hospitality Corporates Summit TRANxFORMA Food <i>José María Cobo, CEO</i> Fruselva <i>Angelo Ferrara, Managing Director Holle Baby Food AG</i> AKO <i>Albert Pàmies, R&D Manager</i> Incapto Coffee <i>Beatriz Mesas, Co-founder</i> Mahou San Miguel + Europastry + La Finca <i>Alejandro Arranz, Open Innovation and New Technologies Manager at Mahou San Miguel; Jordi Caballero, Global R&D Bread Director en Europastry; Beatriz Gómez, Encarna Group</i> La Martinuca <i>Christopher Aguilar, CMO at La Martinuca</i> Vegetales / Lluquats Vegetals <i>Lorena Salcedo, R&D Innovation and Disruptive Knowledge Manager</i> Enhol Alimentación <i>Lucas Irisarri, Food Strategy & business Development Manager</i> Isle Delice <i>Gustavo Alonso, Country Manager</i>	
11:45 h		
12:00 h		
12:15 h		
12:30 h		
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14:00 h		
14:15 h		
14:30 h		
14:45 h		
	Lunch break	Lunch break

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Monday, 23 of March (afternoon)

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