FOOD & HOSPITALITY STARTUPS
Business & Entrepreneurship

A + H

In collaboration with:

IRTA | 40 years ACCIÓ Catalonia Trade & Investment | Generalitat de Catalunya Government of Catalonia

ALIMENTARIA+HOSTELCO 2026 - F&H Startups Arena

Tuesday, 24 of March (morning)

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

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Tuesday, 24 of March (afternoon)

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
15:00 h	**Innovation Sessions** — **Presentación La Vega Innova** *Diego Braojos, Director La Vega Innova* — **Nueva generación de productos proteicos texturizados: extrusionados de alta humedad con procesado inteligente** *Elena Fulladosa, Researcher in the Food Functionality and Safety Programme at IRTA* — **Innovación azul: alimentos de alto valor a partir de subproductos del pescado** *Brigitte Martínez, Innovation Technique of the Food Quality and Technology Programme at IRTA*	**Lunch break**
15:15 h		
15:30 h		
15:45 h	**Pitch Start-ups Open Innovation Challenge**	**Food&Hospitality Networking** **FREE MEETINGS** 7 tables 42 slots - 20' each — Liquats Vegetals - *Lorena Salcedo*
16:00 h		
16:15 h		
16:30 h		
16:45 h		
17:00 h		
17:15 h		
17:30 h	**Casual Innovation Meetup**	
17:45 h		
18:00 h		
18:15 h		
18:30 h		