

# 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; Arturo Rubio, Growth &amp; Business Developer 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>	
13:30 h	<p>Ordesa, Werfoods, Salgot</p>	
13:45 h	<p>Incapto, Novacoop Mediterranea, Tetra Pak</p>	
14:00 h	<p>Grupo Carinsa, Borges, Fruselva</p>	
14:15 h	<p>Cadí, Ametller Origen ,Cacaolat</p>	
14:30 h	<p>Alicia, Torres, Càmara Arrossera del Montsià</p>	
14:45 h	<p><b>Lunch break</b></p>	<p><b>Lunch break</b></p>

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## Tuesday, 24 of March (afternoon)

Schedule	F&HS PITCHING POINT	F&HS NETWORKING ZONE
15:00 h	<p><u>Innovation Sessions</u></p> <p>—</p> <p><b>Presentación La Vega Innova</b> <i>Diego Braojos, Director La Vega Innova</i></p> <p>—</p> <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> <p>—</p> <p><b>Innovación azul: alimentos de alto valor a partir de subproductos del pescado</b> <i>Brigitte Martínez, Innovation Technique of the Food Quality and Technology Programme at IRTA</i></p>	
15:15 h		<u>Lunch break</u>
15:30 h		
15:45 h	<p><u>Pitch Start-ups Open Innovation Challenge</u></p>	<p><u>Food&amp;Hospitality Networking</u></p> <p><b>FREE MEETINGS</b></p> <p>7 tables 42 slots - 20' each</p> <p>—</p> <p>Liquats Vegetals - <i>Lorena Salcedo</i></p>
16:00 h		
16:15 h		
16:30 h		
16:45 h		
17:00 h		
17:15 h		
17:30 h	<p><u>Casual Innovation Meetup</u></p>	
17:45 h		
18:00 h		
18:15 h		
18:30 h		