18th Annual World FOOD INNOVATE Summit
28th – 29th April 2020 Milan

Inspiration for your innovation!

Event Brochure
www.foodinnovateworld.com
“It’s interesting to make lateral connections between people working in different parts of the food industry.”
Hotel Chocolat

“If you want to learn about some of the latest trends and innovation happening within the European food market then this is a great event for you.”
Black Swan Data

“I leave with new contacts, new ideas, new thinking.”
Quorn

“It’s a place for inspiration and a place for really challenging yourself on how to move forward.”
Danone

“Understanding more about how our health and the environment challenges need to be connected.”
Taylors of Harrogate

89% said the event met, exceeded or greatly exceeded their expectations
83% learned something new and useful to apply at their company
85% would recommend the summit to a colleague

Watch the best bits from Amsterdam
At the Summit you will learn to:

- **Distinguish** your product in a saturated market place with breakthrough ideas
- **Discover** and **define** the latest and future trends in consumer behaviour and buying patterns across Europe and beyond
- **Enhance** your formulation with some of the most innovative and exciting ingredients
- **Plan** the journey of your product lifecycle with most innovative technologies and best practice expertise from leaders in the food industry
- **Improve** new product launch success rate in an increasingly competitive marketplace
- **Align** products and future projects with the shifting consumer trends
- **Provide** a healthier product without sacrificing taste or tradition
- **Find** new inspiration for NPD and innovation in a very competitive marketplace
- **Launch** new and reformulated products faster
KEYNOTES

Founding the AromaLab: Conceiving Novel Technologies and Developing Innovative Products
Furio Suggi Liverani, Director Research & Innovation & Chief Technology Officer, illycaffé

CASE STUDIES

Better For You Products in the Bakery Industry
Johan Sanders, Chief Product Officer, Dawn Foods Global

Case study by Alberts
Glenn Mathijssen, Co-Founder & Co-CEO, Alberts

Wholefood Wonders: A Healthy, Completely Natural Portfolio of Snack Bars
Jamie Combs, Founder & Managing Director, Natural Balance Foods

The Future of Non-Alcoholic Spirits
Erika Ollén, Co-Founder, Gnista Spirits

Blend 2080 – Innovating to Secure the Future of Coffee
Minna Lampinen, Head of R&D Drinks, Paulig Group

Creating a New Product Category. Lessons of Scaling Up from Spareroom to Boardroom
Sophie McGregor, Co-Founder, Griddle

CASE STUDIES (CONTINUED)

Löfbergs Cold Servings – the Development of a Cold Coffee Concept for the Foodservice Industry
Leif Sjöblom, Country Manager, Business Development OOH, Löfbergs Lila AB

Launching a Brand New Soft Drinks Brand
Andy Deeley, Co-Founder, FITCH Brew Co

SOLUTION SPOTLIGHTS

Safeguarding Compliance and Traceability to Accelerate Innovation
SpecPage

Food Complexity? What is the Solution?
Selerant

Packaging Innovation: Good for Profit and the Planet
Sarah Browner, Lead Analyst, FutureBridge
KEYNOTES

How can Snacking be Both On & Off Trend at the Same Time?
Catherine Burgeat, Category Planning Director – Nordics, Mondelēz International

PANEL DISCUSSION

How can Consumer Insights be Translated into a Successful Product Launch?

CASE STUDIES

Croffee – a Cereal Bar with the Caffeine of an Espresso Coffee
Sandra Veludo, Marketing Director, Delta Cafés

Millennials in Mass-Market Brand Creation – DayUp Case Study
Bartosz Poniklo, Marketing Director, Arteta Sp. z o.o.

The Eating Good - Fair - Profitable Business
Luis Carlos Chacón, Op-Ed Columnist | Global Consultant, Forbes Latin America | BusinessCase

Optimising Appeal on the Label while Meeting the Shifting Demands of the Regulatory Landscape

Successfully Communicating Healthy Branding across your Organisation and Products
CASE STUDIES

In the Mouth of the Beholder – Rethinking how we Talk about Taste to Eaters and Drinkers
Jörn Gutowski, Founder, TRY Foods

How can you Keep it Natural Without Compromising your Product Identity?

Using Local Pioneers to Launch High Quality, Artisanal Products to Consumers on the Shelf
Cecilie Wiingaard, Marketing Manager, Lantmännen Unibake DK

Achieving a Clean Label through Novel Ingredients

Why could Scientifically Enhancing the Shelf-Life of your Product Save you Time, Cost and Strengthen your Brand Positioning?

How can you Contain the Cost of R&D amongst Pressure to Develop New Products and Formulations?

SOLUTION SPOTLIGHTS (CONTINUED)

Replacing Sugar and Sodium: The Art and Science of Substitution

Striking the Balance: How can Taste and Nutrition Combine for your Next Product?

KEYNOTES

How to Improve the Health of Fragile Targets through Nutrition
Fabrizio Gavelli, General Manager Specialized Nutrition South Europe, Danone

Oat-based Meat Alternative Innovations, the Importance of Clean Label in the Plant-based Protein Category and the Power of Nordic Ingredients
Maija Itkonen, CEO, Gold&Green Foods Ltd

SOLUTION SPOTLIGHTS

Fortifying your Products with Plant Proteins

How can you Contain the Cost of R&D amongst Pressure to Develop New Products and Formulations?
If you’re interested in becoming an official commercial partner for the American Food Innovate Summit, please contact:

Henk Gieskens
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Direct Line: + 44 (0)20 7501 6715
The 2019 summit was the biggest to date with over 250 food & beverage industry leaders joining us in Amsterdam for the two days. Here's how they breakdown:

**Seniority**
- Director: 22.80%
- Head: 10.80%
- Specialist: 13.80%
- Senior Manager: 8.60%
- Manager: 38.50%
- Other: 5.50%

**Country breakdown**
- United Kingdom: 18.92%
- Germany: 12.97%
- Netherlands: 12.43%
- Italy: 7.03%
- Belgium: 5.41%
- France: 5.41%
- Spain: 4.86%
- Finland: 4.32%
- United States: 4.32%
- Poland: 2.70%
- Sweden: 2.16%
- Switzerland: 2.16%
- Turkey: 2.16%
- Austria: 1.62%
- Ireland: 1.62%
- Norway: 1.62%
- Canada: 1.08%
- Croatia: 1.08%
- Denmark: 1.08%
- Portugal: 1.08%
- Russia: 1.08%
- Columbia: 0.54%
- Greece: 0.54%
- Latvia: 0.54%
- Lithuania: 0.54%
- Mexico: 0.54%
- Morocco: 0.54%
- Romania: 0.54%
- Slovenia: 0.54%
- Thailand: 0.54%

**Top investment areas**
- Open Innovation: 73.5%
- Plant protein: 72.1%
- Future packaging materials: 70.6%
- Natural ingredients: 66.2%
- Functional ingredients: 64.7%

- Ingredients sourcing: 61.8%
- Natural flavours: 58.8%
- Sugar reduction: 55.9%
- Natural colourings: 54.4%
- Clean label: 51.5%
Delegate registration is open to food & beverage companies who are brand owner and produce end-user products.

If you work for a company that provides products (including ingredients), services or solutions to food manufacturers and your responsibilities include business development you can only attend as a commercial partner.

A delegate ticket includes:
- Access to all presentations on both days
- Access to the exhibition hall
- Potential for 2 pre-arranged 1-2-1 meetings with suppliers most likely to solve your challenges
- A light breakfast, full buffet lunch and refreshments on both days
- An evening drinks reception
- A discounted room rate at the venue hotel
- Access to all presentations made available by speakers after the Summit
- Access to the official Summit app

Prices:

Early registration: €1,395 + VAT (until Friday 14th February)

Full Price: €1,795 + VAT

To register:

foodinnovateworld.com/book-now
maxconferences@markallengroup.com
+44 (0) 207 738 5454
**BECOME A COMMERCIAL PARTNER**

As an official World Food Innovate Summit commercial partner, you can benefit from:

- Two days of varied networking opportunities - providing you with ample time to meet and get to know the 150+ food & beverage professionals in attendance
- Speaking positions within targeted streams - guaranteeing you a relevant and engaged audience
- Exposure in the pre- and post-summit marketing campaigns
- The chance for your team to get up to speed with the latest innovations and advances in the industry

There are a variety of options available to meet your business needs:

- **Business Development Package** – a powerful injection of high quality leads into your pipeline
- **Thought Leadership Package** – Intrigue, challenge and inspire with your innovative ideas and solutions
- **Bespoke Package** – Tailored to suit your targets, goals and vision

Contact Henk for more information on the remaining opportunities

**Henk Gieskens**  ACCOUNT MANAGER  henk.gieskens@markallengroup.com  Direct Line: + 44 (0)20 7501 6715
**VENUE**

**Milan Marriott Hotel**  
Via Washington, 66  
Milan, 20146  
Italy  
Tel: +39 02 48521

**ACCOMMODATION**

This is not included in your delegate ticket. You will need to arrange your own accommodation. However, we have arranged a discounted rate for all attendees at the Milan Marriott Hotel – more information is available [here](#).

**CONTACT US**

If you’d like to speak to us about anything at all then please use the details below:

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