

15<sup>th</sup> Annual

**FOOD**

**INNOVATE**  
Summit

# POST EVENT REPORT

22 – 24 May 2017 | Amsterdam  
[foodinnovateworld.com](http://foodinnovateworld.com)



# Intro

In 2017 there was more content than ever before. So much so that we added a third day for the first time in summit's history. This extra value helped attract more attendees, including 22% more delegates than in 2016. The exhibitor list was also twice the size as more innovative technology and ingredients companies were drawn to the summit.

It was a truly global event with over 30 countries represented. Including people from across Asia, North & South America and the Middle East.

By co-locating with the Food Sure Summit, attendees had the opportunity to meet key players from other parts of the food industry and gain a complete picture of their shared future.

Read on to discover more about who was there, what they learned and what they thought of their experience.



## Statistics

92.2%

LEARNED SOMETHING NEW AND USEFUL TO THEIR WORK

84.3%

WOULD ATTEND AGAIN

90.2%

WOULD RECOMMEND THE SUMMIT TO A COLLEAGUE

78.4%

MET SOMEONE WHO COULD HELP THEM WITH THEIR CURRENT CHALLENGES

90.4%

SAID THE SUMMIT MET, EXCEEDED OR GREATLY EXCEEDED THEIR EXPECTATIONS

# What did the attendees think?

“Great and inspiring experience”

Cecilia Pesao, Danone

“Good inspiring summit”

Marleen Van Parys, Lotus Bakeries

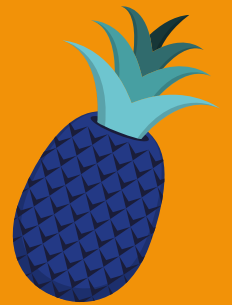


“I think the event was very well planned, and did a **good job balancing speakers among big and smaller companies** so that the audience could see food innovation from different angles. Coming from Brazil, where I lead the main website dedicated to Food Innovation, I was pleased to get a lot of insights and to **meet some of my heroes in the field.**”

Cristina Leonhardt, Sra Inovadeira

“Informative presentations and great networking”

Teresa Moreno, Callaghan Innovation



“A very informative and educative experience, great networking event”

Fumi Mhiripiri, Aryzta Bakeries

“Good interactions and some interesting food for thought”

Matteo Gori, Barilla

“Inspiring. Interesting”

Bastian, ADM

“Food Innovate Summit 2017 is the **ideal place that offered numerous opportunities** by connecting people who have vision and/or are in the position to be **decision makers of future trends.**”

Jasmina Ranilovic, Director of R&D, Podravka



# What did the attendees think?

“Very interesting agenda, good business opportunities”

Angelo Colombo, Selerant S.r.l.

“Very well organised, nice venue, interesting talks, good audience”

Tom Behrens, Tessella

“The experience was **very informative**. Well organised, managed and a good set of speakers and topics”

Krishna Kumar, Masafi

“It was a pleasure to speak at such a well-organised conference, **packed with latest technology** and allowing time to network with other **passionate delegates!**”

Fabrizio Gavelli, General Manager Waters Poland, Danone



“Great event, very informative”

Kylie Day, Primo Moraitis Fresh

“Very interesting and informative”

Robert Brooks, Omron

“I’m very glad to have participated at the 2017 Food Innovate Summit as a speaker and as an attendee as well. The sessions were **really inspiring** and its content helped me to open my mind with **disruptive ideas**. It’s always great to spend some time networking during breaks. I met very interesting people from **diverse companies**. Hope to be able to join next year. I **strongly recommend to attend** to this summit if you are someone looking for food for thought!”

Cecilia Pesao, R&D Mega Brands Manager, Danone



# Explore the Content



How to win in the Non Alcoholic Beverages market in Poland offering healthier hydration

**Fabrizio Gavelli**  
General Manager, Danone Waters Poland



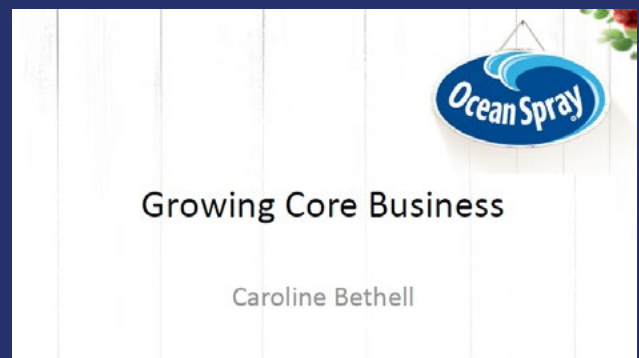
Do Big Companies Dream of Entrepreneurial Spirit?

**Sejal Ravji**  
Global Research Director, GB Foods



Löfbergs – Innovation for the Next Generation of Coffee Lovers

**Leif Sjöblom**  
Innovation Director, Löfbergs Lila AB



Growing the Core through Packaging

**Caroline Bethell**  
EMEA Director of Marketing, Ocean Spray®



Snact Now: A Delicious Protest

**Ilana Taub & Michael Minch-Dixon**  
Co-Founders, Snact



Neuromarketing and Consumer Food Profiling

**Prof Diana Derval**  
Chair, Research Director, Derval Research, Author of the book "The Right Sensory Mix"

# Explore the Content *Continued*



Lowering the Level of Salt in Food Products with a Tailor-made Ingredient

**Jasmina Ranilović**

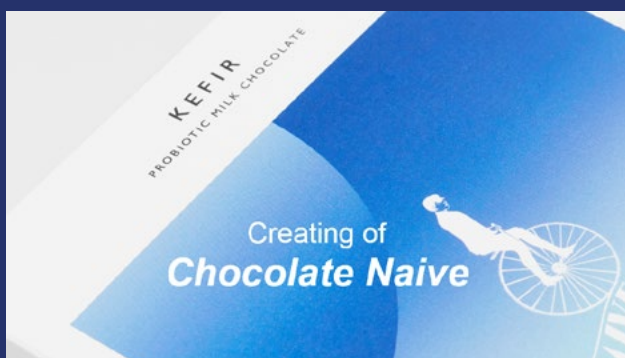
Director of Research and Development, **Podravka**



Consumer-centric Innovation: Success Stories in a Changing Landscape

**Daniel D. Protz**

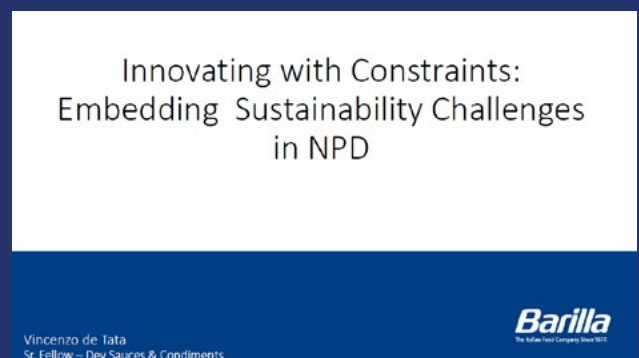
Founder & CEO, **FlavorWiki**



From Bean to Bar: Innovative, Organic Chocolate Crafted through a Meticulous Analysis of Taste, Colour, Smell and Texture

**Domantas Uzpalis**

CEO, **Chocolate Naïve**



Innovating with Constraints: Embedding the Sustainability Challenges in NPD

**Vincenzo De Tata**

Senior Product Development Manager, Sauces & Condiments, **Barilla Group**



Inspiration from Design – Examples of Creativity in Consumer Research in Food

**Dr Siet Sijtsema**

Consumer Researcher Food & Innovation, **Wageningen University and Research**



# Who Attends?

The summit attracts over 150 senior innovators, researchers, developers and marketers in the food & beverage industry. Companies in attendance this year include:

|  |   |   |  |
|--|---|---|--|
|  <p>2 Sisters Food Group<br/>Every Meal Occasion</p>    |  <p>AB InBev</p>                           |  <p>المراعي<br/>Almarai</p> |  <p>aproz<br/>Sources Minérales</p> |
|  <p>APU COMPANY<br/>Absolute. Pure. Unique.</p>         |  <p>ARYZTA</p>                             |  <p>ASR<br/>GROUP</p>       |  <p>Barilla</p>                     |
|  <p>BRITVIC<br/>soft drinks</p>                       |  <p>BUNGE</p>                            |  <p>cameo</p>              |  <p>CIR<br/>food</p>               |
|  <p>DANONE</p>  |  <p>DANONE<br/>NUTRICIA<br/>RESEARCH</p> |  <p>DELICA</p>            |  <p>deoleo</p>                    |
|  <p>Fazer</p>   |  <p>Fjordland</p>                        |  <p>GB<br/>FOODS</p>      |  <p>GRUPO SIRO</p>                |
|  <p>gutschermühle<br/>treasuring beans since 1566</p> |  <p>gsk<br/>GlaxoSmithKline</p>          |  <p>HEINEKEN</p>          |  <p>Hero benelux</p>              |
|  <p>HKSCAN</p>  |  <p>hoop</p>                             |  <p>illy</p>              |  <p>KERRY</p>                     |

# Who Attends? *Continued*



Knjaz Milos



Lantmannen



Lesieur



Lassie



Lotus Bakeries



Mars



Masafi



Molson Coors



Mondelez



Moy Park



Naturally Fresh



Natural Balance Foods



Nestle



Nestle Purina



Nordzucker



Ocean Spray



Ornuia



Pipers Crisp Co



Paulig Group



Pepsico



Proper Corn



Quorn



Radenska



Ringnes



Ritter Sport



Seprod



Snact



Suntory



Terbeke



Tnuva



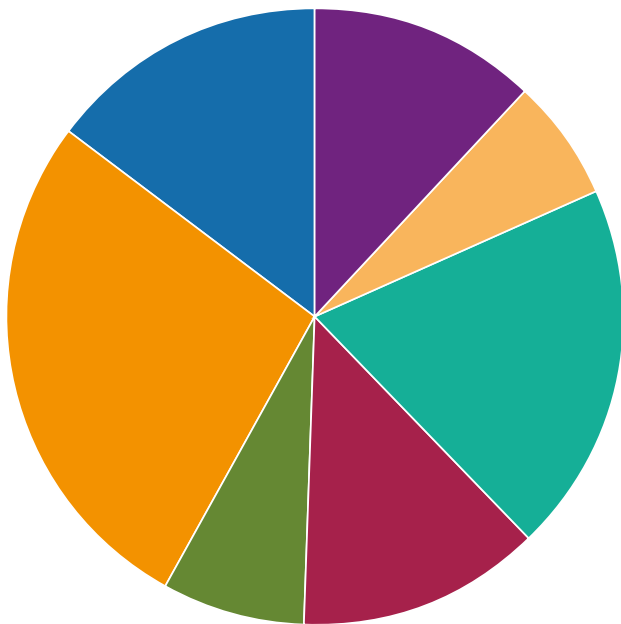
Unilever



Young's



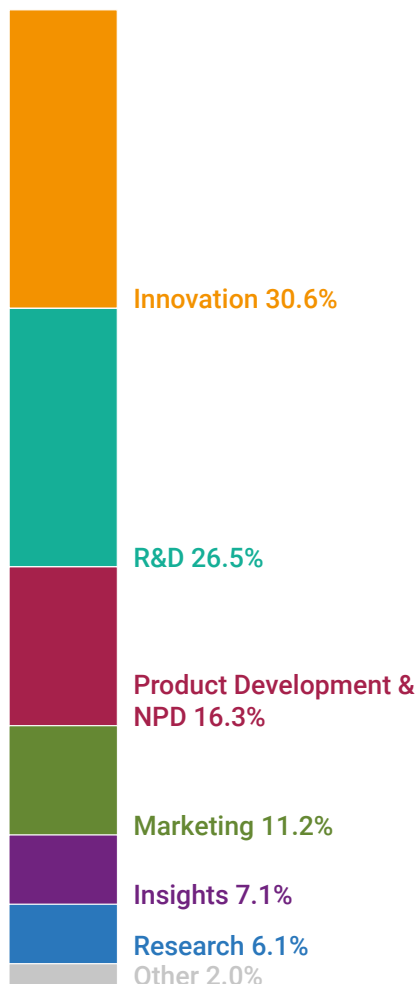
# Who Attends?



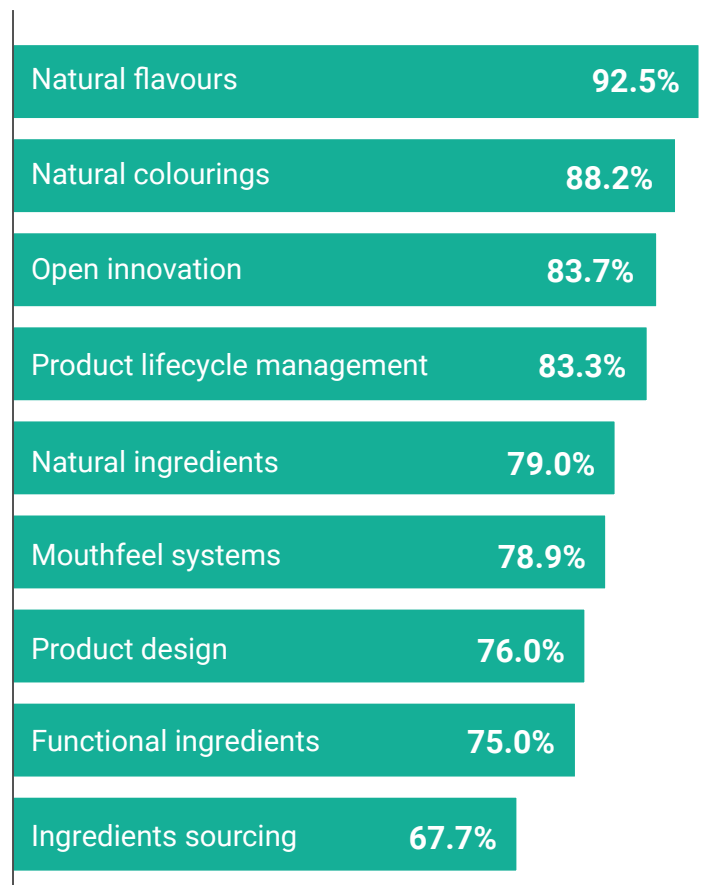
## By delegate seniority:

|                       |       |
|-----------------------|-------|
| C-Level               | 12.0% |
| Vice President        | 6.4%  |
| Director              | 19.2% |
| Head                  | 12.8% |
| Senior Manager        | 7.2%  |
| Manager               | 27.2% |
| Lead/Specialist/Other | 14.4% |

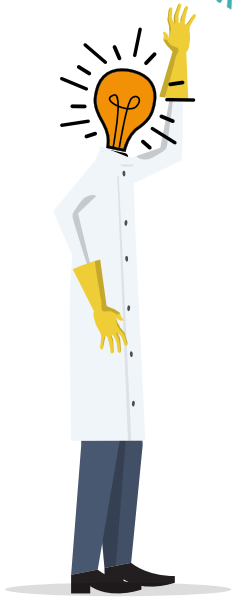
## By job function:



## Top investment areas:



# Who Attends? *Continued*

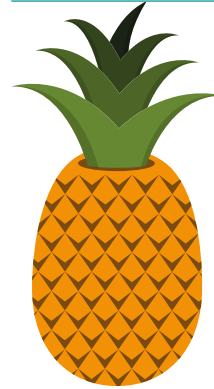


“Very interesting and innovative summit.”  
R&D Project Engineer, Lotus Bakeries

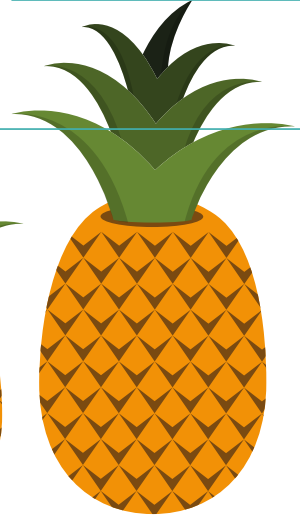
# 226

registered attendees

164



2016



2017

Attendees

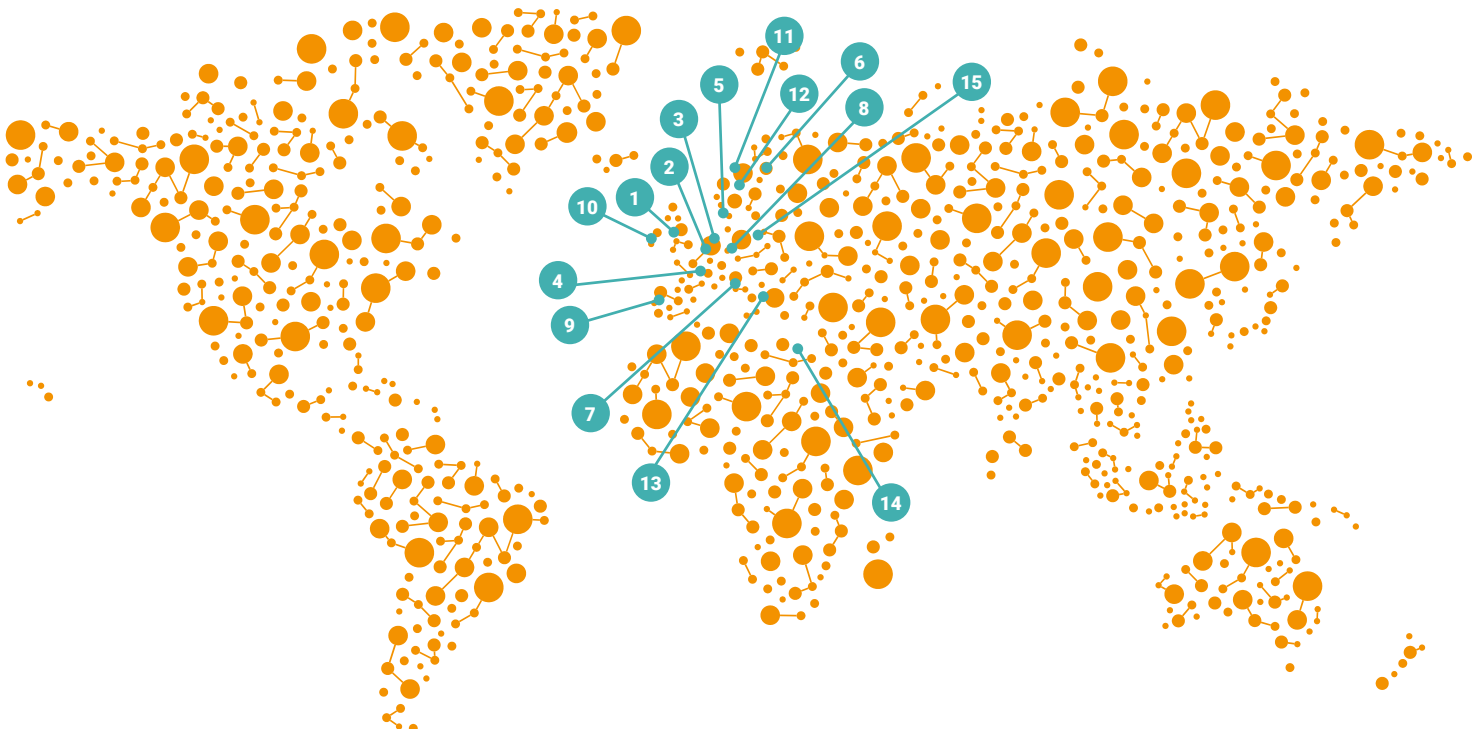
## By country:

### Top 15 Countries

- |               |           |            |            |
|---------------|-----------|------------|------------|
| 1 UK          | 5 France  | 9 Spain    | 13 Austria |
| 2 Belgium     | 6 Finland | 10 Ireland | 14 Israel  |
| 3 Netherlands | 7 Italy   | 11 Norway  | 15 Poland  |
| 4 Switzerland | 8 Germany | 12 Sweden  |            |

### Other countries represented:

- Jamaica ● Brazil ● Japan ● Thailand ● USA ● Czech Republic ● Malaysia ● Croatia ● UAE ● Denmark ● Portugal ● Egypt ● Slovenia ● Australia ● New Zealand ● Pakistan ● Mongolia



# Commerical Partners

Thank you to our Commercial Partners, without who the summit couldn't exist.



**Atlantia Food CRO**  
[www.atlantiafoodclinicaltrials.com](http://www.atlantiafoodclinicaltrials.com)



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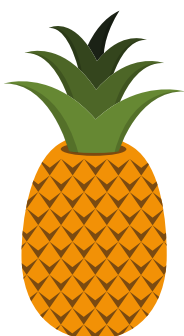
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 **FlavorWiki**

**FlavorWiki**  
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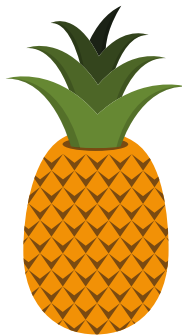
**Givaudan**

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# Commerical Partners *Continued*



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**Naturel West**  
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**If you'd like to  
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then please contact**

**Jack Jones**  
[jack.jones@markallengroup.com](mailto:jack.jones@markallengroup.com)

# See the Highlights

Click the link below to view the highlights video from the summit:



Have a look at the photo album by clicking on the picture below:



16<sup>th</sup> Annual

# FOOD INNOVATE Summit

16 – 18 April 2018

RAI Convention Centre, Amsterdam

## Book your place for 2018

To accommodate the continuing growth of the summit, next year's event will be held at the larger RAI Convention Centre in Amsterdam.



### You can expect:

- More cutting edge stories to inspire your future projects
- More insights in to the next market craze
- The latest case studies and advice from the world's leading food & beverage innovators, researchers and developers.

### Want to be there?

There are 2 ways to get involved depending on your position in the industry...

1. If you work in an innovation, R&D, NPD or marketing related role at a consumer food & beverage company, then you can register as a delegate. Also open to academic and non-profit organisations.

#### Delegate Price:

Early registration rate: €1,295 + VAT

Full price: €1,795 + VAT

Register online at [www.foodinnovateworld.com/booknow](http://www.foodinnovateworld.com/booknow)

Email: [mabconferences@markallengroup.com](mailto:mabconferences@markallengroup.com)

Call: +44 (0) 20 7738 5454

2. If your company offers commercial solutions to food and beverage companies, then you can only attend as a Commercial Partner.

#### Please contact

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**MA EXHIBITIONS**

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