

Taste of Tomorrow

FoodTech innovations from Spain to Germany

Sponsored by Desafía FoodTech Germany

Organized by  ROOTCAMP



11.09.2024



Herrenstrasse 12, Hannover



REGISTER NOW

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RootCamp and ICEX Spain (the Internationalization Agency of the Spanish Government) invite you to the closing event of the first DESAFIA FOODTECH GERMANY program on September 11th in Hannover.

WHO SHOULD JOIN:

The event brings together entrepreneurs, product developers, specialists and managers from industry, food trade, retail, science and gastronomy who are interested in new trends in the FoodTech scene.

WHAT TO EXPECT:

You can expect great talks, interesting startup pitches, plenty of networking opportunities and obviously a lot of food!

FOCUS TOPICS:

We will explore exciting topics and trends with transformation potential for the food industry:

- What potential does the production of plant-based protein alternatives offer for the German market?
- What are new technologies and processes to produce food and food ingredients?
- How can machine learning and robotics help us in optimizing the selection of strains and new formulations?
- What solutions are there for processing organic waste according to the principle of the circular economy and upcycling?
- How far did alternative proteins come in terms of taste and texture?

AGENDA:

- 10:30 AM** **Open doors**
Get your name tag and grab a drink.
- 11:00 AM** **Welcome and DESAFIA FoodTech Germany program introduction**
Speakers:
Gaia Amatteis, COO and Head of Program at RootCamp
Philipp Rittershaus, Head of Corporate Innovation and Startup Coach at RootCamp
Maria Jesus Abellan, Head of Department Food Innovation at ICEX
- 11:20 AM** **DESAFIA startup pitches - Part I:
Biomixing, Innomy, Oscillum, Nucaps**
Startups presenting:
 - **Biomixing** develops advanced agitation systems for bio-fermentation reactors, optimizing mixing and production efficiency.
 - **Innomy** offers sustainable biotechnological solutions, including meat analogues and functional flours from fungal mycelia and industrial by-products.
 - **Oscillum** innovates active and intelligent labeling technologies to extend the shelf life of fresh foods.
 - **Nucaps** designs and manufactures Health Inside functional ingredients, including bioactives and probiotics microencapsulated in natural proteins.
- 12:00 PM** **Keynote: "Navigating the Evolving Retail Landscape in Germany:
Challenges and Opportunities"**
Speaker:
Michael Marquardt, Marketing & Sales Specialist at Marketinggesellschaft der niedersächsischen Land- und Ernährungswirtschaft e. V.
Description:
We will discuss key trends reshaping German retail, exploring strategies for adapting to this competitive market, emphasizing innovation, digital transformation, and enhancing customer experience.
- 12:30 AM** **DESAFIA startup pitches - Part II:
Gimme Sabor, Let it V, Quevana, Cocuus**
Startups presenting:
 - **Gimme Sabor** creates allergen-free, MSG-free plant-based seasonings and broth powders mimicking meat, fish, and dairy.
 - **Let it V** produces and distributes vegetable protein-based meat analogues.
 - **Quevana** crafts organic, aged cheeses from cashew nuts, offering plant-based flavors and nutritional value.
 - **Cocuus** develops industrial machinery for the production of alt-protein analogues using 3D printing and robotics.
- 1:10 PM** **Lunch & networking + startup booths**
Lunch offered by RootCamp: Food Truck by Paco's Tacos - vegan Mexican-style cuisine.
Join the networking and visit the startups booths.

AGENDA:

2:45 PM

Panel: "Cultivating Collaborations: Fostering Startup-Corporate Partnerships in Agrifood"

Moderated by: Philipp Rittershaus, Head of Corporate Innovation and Startup Coach at RootCamp

Speakers:

Dr. Daphne Jost, Technical Customer Advisory at K+S Group

David Gebhard, CEO at Aquapurna

Sarah Bieler, Strategy & Corporate Development at Martin Braun-Gruppe

Description:

The panel will explore how startups and established corporations can collaborate to drive innovation in the agrifood sector. We will discuss the benefits and challenges of these partnerships, sharing insights on how to bridge the gap between agility and scale.

3:15 PM

Interview with the startup Cultimate: "Will hybrid products save the planet?"

Moderated by: Nadine Filko, journalist

Speaker: Jordi Morales, CTO at Cultimate

Description:

Cultimate is a leading startup in cellular agriculture from Germany. In the interview, we discuss the current state of the industry, the complexities of cultivated meat regulations across different countries, and why Cultimate focuses on producing alternative fat. The interview also covers the challenges and opportunities in the field and the potential of hybrid products to drive sustainable food consumption.

3:45 PM

Roundtables

Description:

A roundtable discussion is a dynamic and collaborative format designed to foster open dialogue among participants. Unlike a traditional panel, where speakers present to an audience, a roundtable discussion encourages active participation from all attendees.

The audience and speakers will be divided in three groups as follows:

Group 1: Collaborations and Partnerships

Moderator: Philipp Rittershaus, Head of Corporate Innovation and Startup Coach at RootCamp

Group 2: Consumer Engagement and Feedback Loops

Moderator: Mario Verbeek, Startup and Innovation Manager at RootCamp

Group 3: Food waste and food loss along the value chain

Moderator: Caspar Olenhusen, Startup Coach at RootCamp and Consultant

4:30 PM

Closing remarks

Speakers:

Gaia Amatteis, COO and Head of Program at RootCamp

Philipp Rittershaus, Head of Corporate Innovation and Startup Coach at RootCamp

4:45 PM

Fingerfood and networking

Fingerfood and margaritas by Paco's Tacos.

Food tasting from startups: Gimme Sabor, Let it V and Quevana.

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About Desafía

Desafía FoodTech Germany is a six-month program collaboratively initiated by ICEX Spain (the Internationalization Agency of the Spanish Government). The Desafía FoodTech Germany program aims to foster growth and success for startups through collaborative initiatives, networking events, and access to valuable resources within the competitive German market.

About RootCamp

RootCamp is a multi-corporate innovation hub for AgTech and Bioeconomy located in Hannover. We specialize in corporate innovation and venture clienting, providing startup acceleration and building an impact-focused ecosystem. Our mission is to drive the transformation towards sustainable and circular value chains, creating an ecosystem that fosters innovation for both startups and corporate partners.