

# Alimentaria 2012

A new think tank at Alimentaria 2012 in Barcelona (Spain)

## **The Alimentaria Hub, at the heart of innovation, trends and knowledge**

***A new multi-format space encompassing exhibitions, business meetings and conferences.***

***The Innova Awards will give recognition to international product channels and trends***

Alimentaria, the Food and Drinks Exhibition, is more than an international marketplace, it is an emporium of dialogue, exchange, information and knowledge on the trends and challenges of the food industry. The Alimentaria Hub covers all of the show's activities oriented towards boosting the innovative and multi-dimensional nature of the industry and detecting business opportunities. This new space, Alimentaria's key strategy, returns to Barcelona from 26 to 29 March and already has one of its sponsors, Nestlé España S.A and AZTI-Tecnalia, confirmed.

The programmed activities at **The Alimentaria Hub** will be made up of six core themed areas: Innovation and R&D, Nutrition, Health and Well-being, Internationalisation and Globalisation, Distribution and Retail, Marketing and Media, and Corporate Social Responsibility. Each of these themed areas will be conducted through an extensive multi-format programme encompassing exhibitions, business meetings, conferences and seminars, among other activities, and will be attended by widely renowned international gurus. Content will be provided by diverse leading companies, institutions and associations collaborating in its organisation. Companies to have already confirmed their participation include: **Nestlé**, **Google** and **LinkedIn**, and organisations such as the **Mediterranean Diet Foundation**, **FIAB** (the Spanish Acronym for the Spanish Food and Drink Industry Federation), the **Triptolemos Foundation**, **AZTI-Tecnalia** and **Ecoembes**.

**The Alimentaria Hub** will span 4,000 m<sup>2</sup> in Alimentaria's pavilion 7 and will cover an area devoted to the exhibition of products and content, with 2 auditoriums with a joint capacity for over 300 people and a lounge space for business networking attended by guest buyers from around the world, which will also hold the VIP Lunch. Furthermore, an exclusive area has been designed for international bloggers specialised in the different industries, who will explain what is happening at Alimentaria 2012 live. This has all been designed in dynamic and enterprising formats with free access for all Alimentaria 2012 visitors.

**Innoval**, a meeting point for innovation and the food industry, will be the entryway to **The Alimentaria Hub**. Over 140 innovations will be displayed at this grand exhibition of products and will be the nucleus of the new space. Innoval aims to highlight the efforts of manufacturers in the conception, development and launch of the most innovative products since the last edition of Alimentaria in the national market. In this,

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the eighth edition, exhibiting companies will also have the chance to present their innovations on Alimentaria Hub's Media Set stage during the eighth edition of the Innoval Awards ceremony.

## More Innoval Awards

In this 2012 edition there will be 15 **Innoval** awards that will be augmented to respond to the exhibition demands of international companies, the specialisation of products from the sales channel and new consumer trends. These new awards will be: the International Award, two Channel Awards (retail and food and hospitality), and three Trend Awards that will join the nine Innoval Awards by Product Category. Aside from its innovative nature, this edition's Jury will consider the trends that influence the current consumer: pleasure in terms of value, exoticism, the variety of flavours and sensations, the recreational characteristics of the product, practicality in terms of user-friendliness, preparation and consumption, and finally the growing trend towards the healthiness and well-being of food.

In this eighth edition the **Innoval** Jury will welcome additional members representing more food industries: the head of the Jury will be José Arcas (ex-President of Nestlé España), and the other members will be: José Maria Bonmatí (General Manager of AECOC, the Spanish acronym for the Commercial Coding Association), Miguel de Haro (Editor of the publication *Distribución Actualidad*), Silvio Elías (President of Alimentaria's Ecological Food Show), Josep Maria Monfort (Manager of IRTA, the Catalan acronym for the Agri-Food Research and Technology Institute), Jaime Rodríguez (Managing Director of Euromadi), Juan Antoni Canal (Manager of Index Book), Yvonne Colome (Manager of the Triptolemos Foundation), and a representative from the Deputy Directorate for the Development of Industry and Innovation of the Ministry of the Natural, Rural and Marine Environment.

## Dynamic activities for the industry

Alongside **Innoval**, **The Alimentaria Hub** will encompass a range of activities such as the International Conference on the Mediterranean Diet, the Best Pack activities, the Conferences on the transfer of research and technology, the Triptolemos Foundation, and the business meetings promoted by **FIAB** (the Spanish Food and Drink Industry Federation), **ICEX** (the Spanish acronym for the Spanish Institute for Foreign Trade) and **ACC10** (a Catalan autonomous community government agency for the promotion of Catalan companies abroad), among other established activities.

## AZTI-Tecnalia: the collaboration between research and companies

In this 2012 edition, **AZTI-Tecnalia** will once again show its interest in the agri-food industry and will be present at **The Alimentaria Hub**. The central researcher will be one of the sponsors and will present a successful example of the collaboration between the business world and this technological centre. In this business line AZTI-Tecnalia and Café Fortaleza have launched an RDI project that has resulted in two innovative products: coffee with fibre and decaffeinated coffee with lime blossom and lemon balm. They received the Carrefour Award for the most innovative company from the Basque Country in 2011. This specialised collaboration between the coffee company and the technological centre has enabled the development and testing of expensive and demanding research stages of diverse products from the brand to be carried out speedily, effectively and more affordably whilst also generating market value.

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## **The International Conference on the Mediterranean Diet: Intangible Heritage of Humanity to be preserved**

The Mediterranean Diet is much more than just a dietary model, it is a proper life philosophy, a set of customs and traditions revolving around eating that provide a healthy and balanced lifestyle. The **Mediterranean Diet Foundation** will hold its International Conference on the Mediterranean Diet at **The Alimentaria Hub**. Over two days of conferences and round-table talks, pertinent academics, scientists and institutional representatives from diverse countries will bring together the latest advances and discoveries on the benefits of this cultural heritage, recently named Intangible Heritage of Humanity by UNESCO.

Top names that will be gracing the conference with their presence include Maria Neira, (Manager of the Department of Public Health and Environment from the World Health Organisation, WHO), Eduard Escrich (Head of the Faculty of Medicine's Physiology Department at the Autonomous University of Barcelona and the Multidisciplinary Group for the Study of Breast Cancer), Ramón Estruch (Professor from the Faculty of Medicine at the university of Barcelona and Coordinator of the study on Prevention with the Mediterranean Diet, PREDIMED), and Magnus Scheving (Producer of the children's series Lazy Town, broadcast in 128 countries).

## **FIAB RDI Conferences: More business through the exchange of knowledge**

The aim of these conferences is to enable Alimentaria to become a meeting place for discussion and an outreach for technologies, science experts and technological experts from Latin America, Spain and the European Union. During these gatherings diverse conferences and collaboration meetings in the field of RDI will take place between companies and institutions from Spain and other European and Latin American countries.

## **Best Pack Awards**

Over two decades on from their creation, the **Best Pack Awards** still give recognition to the most innovative creations and stand out as a pioneer in the field of food and drink.

Organised by Alimentaria Exhibitions and Ediciones y Estudios, these awards honour the best advertising work in the industry with the following categories: pack, spot, promo, graphics, media and interactive.

## **Triptolemos Foundation: University and company, closer and closer all the time**

Alimentaria collaborates with the **Triptolemos Foundation** to promote institutional agri-food research in Spain and aims to bring scientific advances closer to representatives from the food industry. According to the "Guide to Innovation in the Food Industry", compiled by the Triptolemos Foundation and in collaboration with Alimentaria 2010, 792 patents linked to the agri-food industry in Spain have been registered in the last five years, signifying a 153.84% increase with regard to the period between 2003-2007.

## **Ecoembes: Packaging as an element of environmental communication**

**Ecoembes** will highlight the opportunity for companies to inform their consumers of the environmental improvements they have been making to their packaging. By means of

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round-table discussions, the organisers will bring together various experts who will discuss successful cases of companies starting to report the sustainable management and recycling of their packaging. During this activity **Ecoembes** will stress how recycling is a reality in the business world and how environmental communication is becoming an indispensable tool for companies. In just one year, between 2009 and 2010, companies working on ecodesign, in collaboration with **Ecoembes**, reduced the raw materials going into the market by 56,800 tonnes, with obvious benefits to the environment.

## **Alimentaria Exhibitions**

### **Communication and Press Dpt.**

Susana Santamaria / Silvia Ruiz

+34 93.452.11.04 - [prensa@alimentaria.com](mailto:prensa@alimentaria.com)

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