

DEEP TECH, AI AND DATA: TECHNOLOGY TRANSFORMING THE FOOD INDUSTRY AND OPENING UP NEW AVENUES FOR PROGRESS

From field to fork, the face of an increasingly connected food industry is taking shape every day. SIAL Paris explores how the paths of this subtle combination of tradition and innovation will transform into tomorrow's superhighways, facilitating the flow of precious information, otherwise known as data. Artificial Intelligence (AI) is transforming agriculture by continuously analysing farm operations data, enabling the design of ever more sophisticated products through accelerated Research & Development (R&D), and paving the way for a personalised in-store customer experience.

Deep tech and AI solutions are helping the industry to meet today's challenges in terms of efficiency, customer satisfaction, sustainability and resilience. These solutions will be unveiled on 21 October, at the Summit dedicated to this theme at the heart of SIAL Paris 2024.

As well as having its feet firmly planted on the ground, tomorrow's food industry will also have its head in the cloud(s) – the one that connects the applications that make up the powerful ecosystem formed by deep tech and AI. This is a major revolution for an industry that has been shaped by centuries-old traditions, particularly in relation to agricultural practices. **Improved yields, better control of treatments, preservation of ecosystems – the promises of digital tools are numerous** and are reflected in the needs expressed by both industry and end consumers. These efforts to optimise continue throughout the value chain, involving manufacturers and distributors, in close collaboration with companies in the «tech» sector.

These changes, which are all part of the **#OwnTheChange** movement inspired by SIAL Paris, are being driven by a large number of start-ups, whose expertise is growing daily, and who will be on hand at the SIAL Start-up area during the show. They share a common goal: to increase the impact of these changes both now and in the future, with food and agriculture playing a key role in climate-related issues, accounting for up to 30% of global CO₂ emissions.

For three hours – from 10:30 a.m. to 1:30 p.m. – on October 21, a series of three round-table discussions will take place on the **SIAL Summit Deep Tech & AI** stage, addressing the obstacles, challenges and opportunities of this **hoped-for symbiosis between technology and food.**



SIX COMPANIES REINVENTING FOOD FROM FIELD TO FORK THANKS TO TECHNOLOGY AND AI

This year, the show will host a dedicated area for **150 foodtech start-ups from the world which are redesigning the future of what we eat. SIAL Start-up** will provide an opportunity for these innovative companies to meet with potential investors. Deep tech and AI are now essential tools for accelerating transitions in a complex, globalised ecosystem such as the food industry. Here's a look at some of the start-ups using these technologies to offer forward-looking solutions.

It all starts in the fields, with solutions such as the one developed by the French start-up **Hyperplan**, which uses AI to analyse cultivation practices in real time. The analysis can be read in real time so that necessary actions can be taken at every stage of the process.

This data can be shared with the entire value chain, right through to the consumer, thanks to blockchain, a transparent and secure technology for storing and transmitting information. Consequently, **B4Food** is able to offer total traceability to guarantee healthy products for consumers, promoting sustainable and ethical approaches. At **Connecting Foods**, operating in SaaS (software as a service) mode means that this technology can be adopted more easily by the many links in the value chain.

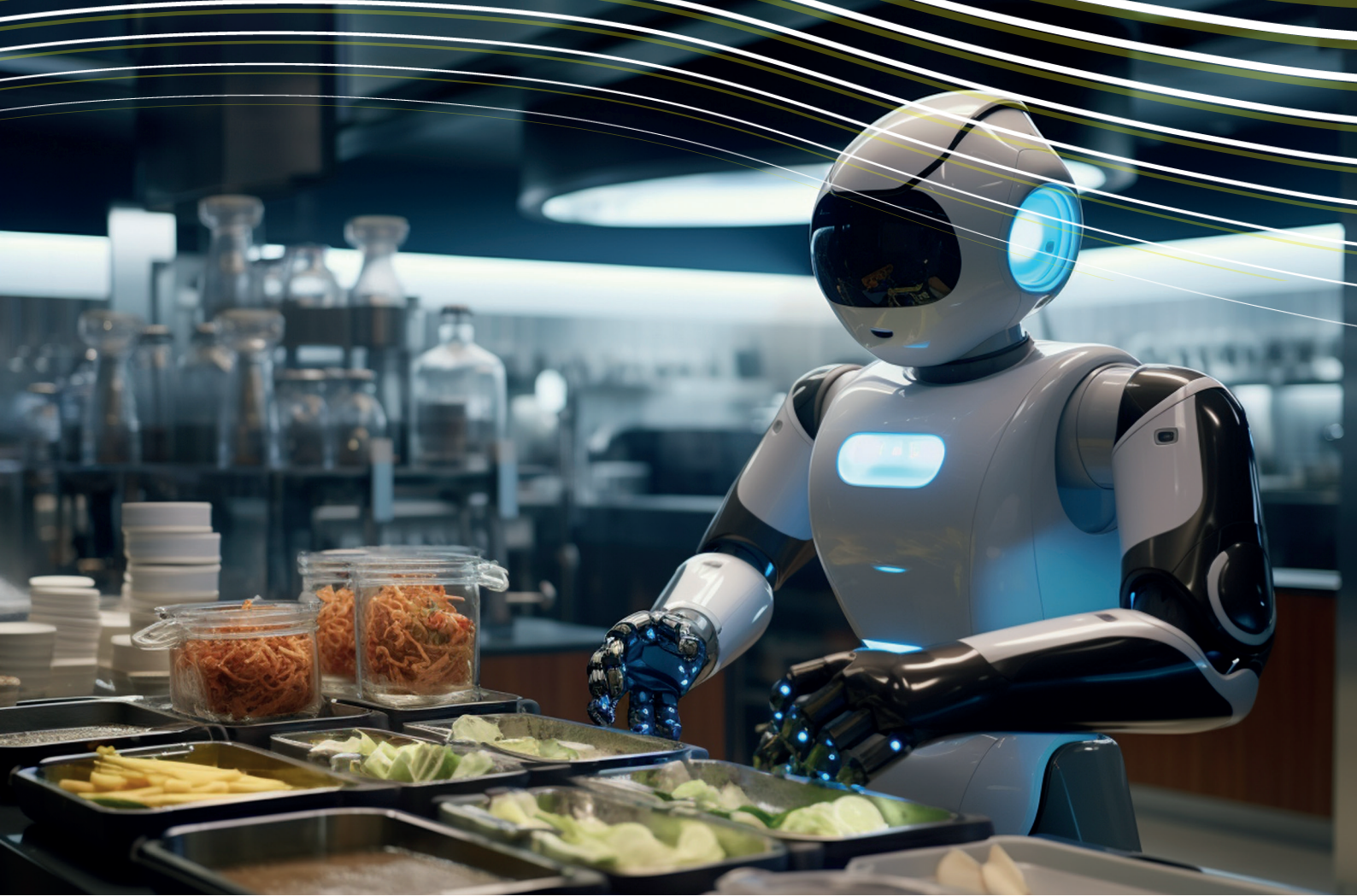
Designing food products that meet the expectations of the market and increasingly demanding consumers could well become easier: **Food Analytics'** platform combines the power of AI and behavioural science analysis to make informed choices based on ever more reliable forecasts.

To make its ranges ever more environmentally-friendly, the industry also needs to integrate concepts from the circular economy. This is the challenge taken up by the **Stokelp** marketplace, which matches the supply of surplus raw material with the needs of the industry.

Innovation is also at the service of the consumer, improving the smoothness of their purchasing process. With its Cashier Robot, **Retail Robotics Solutions** eliminates one of the major irritants of the customer experience: the checkout process becomes quicker and more natural with the help of AI and computer vision... all the ingredients for improving performance at the point of sale and making the most of the collective dynamic for change being adopted by the industry!

All of these companies **will be present in the SIAL start-up** village at the heart of the show, which will be home to 150 innovative start-ups who are dreaming up products and concepts that will shape the food sector of the future.





DEEP TECH & AI AT THE HEART OF SIAL SUMMIT DISCUSSIONS

The show will be devoting **a full half-day to these themes on 21 October** as part of its Summits programme, a series of presentations in the form of keynote speeches and round-table discussions led by international experts.

SUMMIT PROGRAMME

SIAL Summit Deeptech & IA

21 October 2024 from 10:30 am to 1:30 pm
Hall 5A Paris-Nord Villepinte Exhibition Centre

Access upon presentation of
visitor badge/Summit ticket

Price: €96 (incl. VAT) for Summit Pass or
€192 (incl. VAT) for the full Summit

Package Find out more [here](#)

Introductory Keynote

Monday 21 October from 10:30 AM to 11:15 AM

ROUND TABLE 1 from 11:15 AM to 12:00 PM

ROUND TABLE 2 from 12:00 PM to 12:45 PM

ROUND TABLE 3 from 12:45 PM to 1:15 PM

Drinks & networking from 1:30 PM to 1:45 PM

SPEAKER KEYNOTE



Ram Rampalli

VP, New Ventures & Growth,
Walmart Global Tech

Ram Rampalli heads up the New Ventures & Growth division for Walmart Global Tech, where he is responsible for driving innovation. Ram joined Walmart in 2011 and has held a number of positions in product and engineering, including product data classification and catalogues. Prior to joining Walmart, Ram spent over three years at eBay. Ram holds postgraduate degrees in mathematics, computer science and engineering management. He has filed 14 patents and co-authored several papers on product data and crowdsourcing.

ROUND TABLE 1

Will AI really revolutionise life sciences and the food industry?

Artificial intelligence has found its way into many of the sectors that shape people's daily lives, with the promise of improving the efficiency of processes and relieving people of low value-added tasks. It could well succeed in establishing itself successfully in the food sector, which is facing major challenges in sustainability and competitiveness.

This cutting-edge technology also has great potential for improving the product mix offered to consumers, and for developing a personalised customer experience, thanks to ever more advanced data analysis.

KEY SPEAKERS



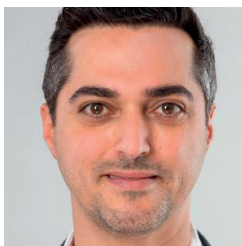
Ruben Sabah
Co-founder and Chief Executive Officer, Hyperplan

CEO and Co-founder of Hyperplan, an expert in real-time analysis of crop production data, Ruben Sabah has in-depth expertise in supply chains relating to the food industry (grains, beets and cotton in Europe and Asia). He headed McKinsey's digital supply chain offering in Europe for three years and is a graduate of École Centrale Paris.



Alexandre de Souza Carvalho
Global Head of Marketing – Food & Nutrition at Roquette

At Roquette, a global leader in plant-based ingredients, Alexandre de Souza Carvalho leads the marketing organisation and develops business strategies for market-led innovation, conducts market research and manages customer and product marketing initiatives to drive business growth. A graduate in Pharmaceutical Sciences and Business Administration from São Paulo, Alexandre brings a wealth of experience from a diversified 25-year career in different sectors such as consumer packaged goods (CPG), packaging and food ingredients at companies such as IFF, DuPont, Tetra Pak, Philip Morris, Mondelez and Symrise.



Alon Chen
Co-founder and CEO, Tastewise

Alon is the CEO and Co-founder of Tastewise, a GenAI-powered consumer data platform for the food and beverage industry. The tools developed by the start-up enable companies to streamline their R&D processes, analyse the latest consumer trends and develop effective marketing campaigns thanks to intuitive interfaces supported by cutting-edge technologies. Passionate about using technology and food to benefit businesses, individuals and the planet, he provides invaluable expertise in big data and AI from his time as an executive and CMO at Google.



Aadit Patel
Vice President, Product and Engineering – Notco

A specialist in applied machine learning, Aadit has in the past offered his expertise across multiple industries (aerospace, online advertising, fintech, biotechnology, etc.) for companies such as Boeing and Yahoo. Since 2019, he has been involved in the development of NotCo's solutions, which aim to create plant-based products reproducing the characteristics of those of animal origin, thanks to AI.

ROUND TABLE MODERATED BY



Alizée Blanchin
Director & Partner Hello Tomorrow

A specialist in digital strategy and innovation, Alizée Blanchin joined the Hello Tomorrow – a global initiative that connects entrepreneurs in the high-tech sector with companies and investors – entrepreneurial adventure in 2021. Previously, her professional career had taken her to roles in innovation, strategy and marketing at companies such as Wavestone, Clarins and InvivoGen. As a member of the Executive Committee and Director of Consultancy, she developed the company's consultancy strategy to accelerate the growth of companies, institutions and start-ups by enabling them to seize the opportunities that future technologies offer.

ROUND TABLE 2

■ From the lab to the consumer: recipes for innovation

Scaling up: two words that sum up the challenge shared by the emerging solutions appearing on the global food scene. Based on precision fermentation, these solutions offer the prospect of new 100% plant-based and natural food products, with the promise of a tasting experience that will appeal to a wide audience. Beyond the objective of price parity between animal and plant proteins and the need for secure supplies in terms of quality and quantity, change also needs to be driven by taste and sensory appeal.

INTERVENANTS CLÉS



Nadine Bongaerts
Chief Innovation
Officer – Gourmey

Nadine Bongaerts is Chief Innovation Officer at Gourmey, a French start-up developing sustainable restaurant-quality meat from cultured animal cells. Her aim is to provide new methods of producing animal proteins while minimising the impact on the environment. Nadine holds a Master's in Industrial Biotechnology from the Technical University of Delft and a Doctorate in Microbiology from the University of Paris Cité and INSERM. Her work integrates culinary arts and biotechnology, promoting sustainable innovation in the food industry.



Richard C. Delerins
PhD, CEO, Food
Analytics – Los Angeles
& Paris

Richard Delerins is a behavioural specialist and an international expert in food and consumer behaviour. He is Visiting Professor of Marketing at ESSEC Business School and Distinguished International Scholar at UCLA. His work focuses on how AI and algorithms are transforming food consumption behaviour and the design of new products. He holds a Doctorate in Philosophy from Sorbonne University and is a graduate of ESSEC Business School and the UCLA Anderson School of Management.



Alexandre Leboeuf
VP Open Innovation
and Partnerships –
Sodexo

Since 1966, Sodexo has been the world leader in sustainable foodservices, delivering quality experiences at every stage of life, from infancy to end-of-life. Sodexo operates in 45 countries and serves 80 million consumers every day thanks to its 430,000 employees. As Sodexo's innovation and partnerships expert, Alexandre Leboeuf harnesses the power of technology, AI and innovations to improve the quality of life in our customers' communities, while contributing to economic, social and environmental progress in the areas where Sodexo operates.

ROUND TABLE MODERATED BY



Ben Costantini
Founder and CEO –
Sesamers

As head of Sesamers, an online media platform dedicated to events in the tech world, Ben shares more than a decade of experience in organising conferences. This valuable experience has enabled him to build up a strong network, including event specialists and numbering over 400,000 people. His career has also led him to the music industry, making him a recognised expert in the creative industries and mobility. Ben also advises entrepreneurs and investors on the start-up and growth phases of their projects.

ROUND TABLE 3

■ Making food sustainable: the challenge to be met

As well as feeding the planet, the food industry is compelled to take action to reduce its environmental impact and improve its transparency, without affecting its efficiency. This virtue-based approach has been applied upstream in the food chain, where most of the environmental impact of a product are concentrated, and must also be extended to areas such as packaging, distribution and waste reduction. Companies in the sector are investing heavily to achieve this, under pressure from an increasingly restrictive regulatory framework.

KEY SPEAKERS



Henrietta Hearth
VP – Big Idea Ventures

Henrietta is currently Vice President of Big Idea Ventures, a venture capital fund, where she leads investments in Series A companies focused on alternative proteins, ingredients, and enabling technologies. Previously, she worked for several years in the FMCG sector, launching several products on the market worldwide. Henrietta holds an MBA from Insead Business School and a Bsc Hons from the University of Newcastle, where she published articles in the journals *Maturitas* and *Proceedings* on the relationship between the Mediterranean diet and health.



Bosco Empananza
Co-Founder & CEO
Moa Foodtechb

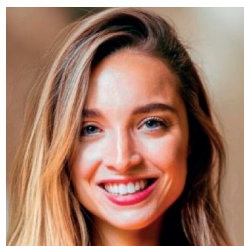
Bosco is the founder and CEO of MOA Foodtech, a pioneering platform that combines biotechnology and AI to transform by-products into nutritious, functional and affordable ingredients. With a degree in Biochemistry from the University of Navarra and a Master's in Biotechnology Business Management, Bosco has held teaching and commercial positions in this fast-growing sector, while constantly seeking to boost innovation in sustainable food.



Johann Steinert
Director New Markets –
Orbem

Johann is exploring new markets as well as innovative fields of application for AI and imaging technologies developed by Orbem, based on the company's three deep tech solutions missions: feeding the world sustainably, moving towards a green economy and improving disease detection. A specialist in strategy and growth issues, Johann built up his expertise at McKinsey, as well as in young companies such as DataGuard and Aily Labs.

ROUND TABLE MODERATED BY



Beatriz Jacoste
Director – KM ZERO
Food Innovation Hub

Beatriz is driven by a passion to create a delicious and resilient food future for everyone. She has worked with companies, investors and a wide range of organisations to develop ever more innovative solutions. Beatriz has acquired solid experience in building solutions with a positive impact and has become a recognised leader in the food industry, through meeting «food heroes» (farmers, entrepreneurs, scientists, etc.) and developing food education programmes to raise awareness among the younger generation. As Director of KM ZERO Food Innovation Hub, she oversees the organisation's strategy and initiatives.

SIAL PARIS STATISTICS

The show

400,000+
exhibited products


 **7,500**
exhibitors expected

 **10** sectors

205
countries represented

285,000
professionals expected,
of whom 75% international


more than
100
official delegations

 **650** startups

leads

A programme of
8,000
major buyers

 **200** contacts
made on average
per exhibitor

 **83%**
of purchasers
have made
transactions
on site or after
SIAL

more than
50 billion
euros in purchasing
power from the major
buyers (alone) during
the show

9/10
visitors consider the SIAL
strategic for their company

SIAL PARIS 2024: HOW TO TAKE PART

PRACTICAL INFORMATION

Exhibitors and visitors are invited to prepare their visit in advance. It is already possible to find out information and book a stand without delay; note that to date 90% of the show arena is already full.

FOR EXHIBITORS

Registration for exhibitors is in progress. To register, or obtain further information, contact:

sialparis.exhibitors@sial-network.com
+33 (0)1 76 77 13 33

FOR VISITORS

The ticket office will open in mid-April, and you can ask to be notified of the opening of ticket sales right now by going to the website.



ABOUT SIAL PARIS

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Organized by Comexposium, SIAL Paris is the largest food industry trade fair in the world with more than 7,500 exhibitors and 400,000 exhibited products. A business generator, every two years it provides unique insights into trends and opportunities in the sector. The event is part of the SIAL Network, the world's largest network of food and drink trade fairs. Through eleven regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL in China / Shanghai and Shenzhen, SIAL Interfood in Jakarta, SIAL in India / New Delhi, Food & Drinks Malaysia by SIAL à Kuala Lumpur, Gourmet Selection by SIAL, Cheese and Dairy Products and Djazagro in Algiers), the network brings together 17,000 exhibitors and 700,000 professionals from 205 countries. The next edition of SIAL Paris will take place from October 19 to 23, 2024, at Paris Nord Villepinte, with an exceptional program to celebrate the 60th anniversary of the trade fair.
www.sialparis.com

COMEXPOSIUM

ABOUT COMEXPOSIUM

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The Comexposium Group is a world leader in organizing events and animating communities around their businesses and passions. Comexposium organizes more than 150 events for professionals and the general public in more than ten business sectors (agriculture and food, retail and digital, fashion and accessories, leisure, and so on). The group puts 48,000 exhibitors in contact with 3.5 million visitors, 365 days per year. Initiating experiences and encounters among individuals, Comexposium enables its communities to remain connected all year round through its events (SIAL, All4Pack, Paris Retail Week, One to One E-commerce, Foire de Paris, Rétromobile, and many more) and associated content through effective, targeted omnichannel drivers.
www.comexposium.com



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