

Agenda DAY 1 TUESDAY 9TH JUNE

07:55 - 08:45 Registration & Refreshments

08:45 - 08:55 Chair's Opening Remarks

Room 1

Willem Fijten, Innovation Director, Aviko

08:55 - 09:40 How is GLP-1 is Rewriting the Rules of Food?

Room 1 • Panel discussion • R&D & Formulation

Moderator:

Dony Horgan, General Manager Speciality Flavours & CFS, McCormick & Co

Panelists:

Carly Arnold, Chief R&D Officer, Nomad Foods

Zbigniew Lewicki, Chief RD&I Officer, The Magnum Ice Cream Company

Valentina Gallani, Health & Nutrition Manager, ProVeg International

09:40 - 10:10 Disruption and Volatility – The New Normal

Room 1 • Keynote • Innovation & Technology

Richie Gray, Vice President, Global Head of Mondelez SnackFutures Ventures, Mondelez International

10:10 - 10:40 PPWR, AI and the New Era of Continuous Compliance

Room 1 • Solution Spotlight • Innovation & Technology

Ofelia Medina, Senior Presales Consultant, Trace One

10:40 - 11:30 1-2-1 Meetings & Networking Refreshments

11:30 - 12:00 Out of the Net, Into the Future: The Coming Rise of Plant-Based Fish Alternatives and a Look at Their Nutritional Profile

Room 1 • Case Study • R&D & Formulation

Valentina Gallani, Health & Nutrition Manager, ProVeg International

AI SHIFT: Food Innovation

Room 2 • Case Study • Innovation & Technology

Luis Chacón Jimenez, Global Advisor FMCG's, The Leapfrog

12:05 - 12:35 From Fragmented Testing to Predictive Product Experience: Why We Built GPI

Room 1 • Solution Spotlight • R&D & Formulation

Daniel Protz, Founder & CEO, FlavorWiki - GPI

12:40 - 13:10 Feeding the Algorithm: AI's Growing Appetite for the Food Industry

Room 1 • Case study • Consumer Insights & Marketing

Kelly Dowson, Managing Director, FIS Group

Building What People Don't Yet Demand: Rethinking the Future of Seafood

Room 2 • Case Study • R&D & Formulation

Sarah Dachos, Tribe Ambassador, Monkeys By The Sea

13:10 - 14:10 Networking Lunch & Roundtables

Roundtables:

Room A Why Compliance and NPD Are Out of Sync and How Teams Are Fixing It

Hosts: Dean Fitzsimmons, Michael Lippens and Matthew McInnes, TraceGains

Room 1 The Art & Science of Taste Modulation: Vanilla as a Strategic Lever

Host: Dony Horgan, McCormick & Company

14:10 - 14:40 Value Addition Through Startup x Corporate Partnerships

Room 1 • Case Study • Innovation & Technology

Dimitris Lykomitros, Innovation Collaboration & Partnerships, Cargill Cocoa & Chocolate

Scaling Fermentation: Turning FMCG Innovation into Everyday Impact

Room 2 • Case Study • R&D & Formulation

Anda Penka, Founder & CEO, Fermentful

14:45 - 15:15 From Ingredients to Intelligence: Why Product Data is the Foundation of Food Innovation

Room 1 • Solution Spotlight • Innovation & Technology

Andy Stark, Vice President, Global GM R&D Workbench, Specright

15:20 - 15:50 The Difference Between an Idea and an Idea

Room 1 • Case Study • R&D & Formulation

Niina Wredfors, Director, Product Development, Fazer

How to Increase the Success Rate of Innovations

Room 2 • Case Study • Innovation & Technology

Alexander Tjulkin, Former Vice President Innovation, Head of PMO, Nestle

Agenda DAY 1 TUESDAY 9TH JUNE

15:50 - 16:40 1-2-1 Meetings & Networking Refreshments

16:40 - 17:10 From Bytes to Bites: AI Meets Ice Cream Innovation (Formulation)

Room 1 • Keynote • [Innovation & Technology](#)

Zbigniew Lewicki, Chief RD&I Officer, The Magnum Ice Cream Company

17:10 - 17:40 Traditional Segmentation Gets You In. Taste Makes You Win.

Room 1 • Keynote • [Consumer Insights & Marketing](#)

Veronica Martinelli, Key Account Manager and Fosca Vezzulli, Sensory Specialist, Vinhood

17:40 - 17:45 Chair's Closing Remarks & End of Day 1

Room 1

Willem Fijten, Innovation Director, Aviko

17:50 - 18:50 Evening Networking Drinks Reception

Sponsored by Trace One

19:00 - 20:00 Amsterdam Networking Canal Tour

Sponsored by Trace One

Agenda DAY 2 WEDNESDAY 10TH JUNE

08:00 - 08:30 Registration & Refreshments

08:30 - 08:35 Chair's Opening Remarks

Room 1

Willem Fijten, Innovation Director, Aviko

08:40 - 09:25 What Really Drives Food Choice in 2026?

Room 1 • Panel discussion • [Consumer Insights & Marketing](#)

Moderator:

Ramona Hazan, Founder, Ramona's

Panellists:

Carly Arnold, Chief R&D Officer, Nomad Foods

Kelly Dowson, Managing Director, FIS Group

Jon Roberts, Marketing Manager, Tropicana

Tea Pavlek, Director, Global Technical Marketing & Events, Uncountable

09:30 - 10:00 How Tech, Trust, and Taste Will Redesign the Foodservice Industry & the Role of Innovation

Room 1 • Case Study • [Innovation & Technology](#)

Willem Fijten, Innovation Director and Stephen Losee, Senior Culinary Product Developer, Aviko

Harrods 175th Anniversary: Fragrance Inspired Tea Blends

Room 2 • Case Study • [R&D & Formulation](#)

Alexandra Boyle, Lead Product Developer, Harrods

10:05 - 10:35 Food Innovation in Action: AI, Compliance & Speed

Room 1 • Solution Spotlight • [Innovation & Technology](#)

Maarten Hagen, Industry Solution Consultant, Centric Software

10:35 - 11:25 1-2-1 Meetings & Networking Refreshments

Agenda DAY 2 WEDNESDAY 10TH JUNE

- 11:25 - 11:55 **Roundtable Discussions**
Room 1
Consumer Insights & Marketing • R&D & Formulation • Innovation & Technology
- 1. How Do You Evaluate and Maximise the Real Potential of Your Innovation?** Alexander Tjulkin, Former Nestle Vice President Innovation, Head of PMO
 - 2. How Can AI Realistically Improve R&D Performance Today?** Dimitris Lykomitros, Innovation Collaborations and Partnerships, Cargill Cocoa & Chocolate
 - 3. Reformulation Under Pressure: How Are Teams Managing Cost, Health, and Quality?** Vincenzo de Tata, RD&Q Research Director, Barilla
 - 4. What Does Consumer-Centric Innovation Actually Look Like in Practice?** Jon Roberts, Marketing Manager, Tropicana
 - 5. How Can Cross-Functional Collaboration Improve Innovation Outcomes?** Ajda Sever, Corporate Venturing Manager, EIT Food
 - 6. How Do We Future-Proof Product Portfolios Against Supply Chain Volatility?** Valentin García, Vice President of Innovation Strategy, Eatable
 - 7. The GLP-1 Innovation Challenge** Luis Chacón Jimenez, Global Advisor FMCG's, The Leapfrog
- 12:00 - 12:30 **Winning the Future: How to Break into New Categories with Impact**
Room 1 • Case Study • Consumer Insights & Marketing
Emmanuelle Billot Usureau, Global CMI Innovation Lead and Anita Küpper, European Marketing Innovation Director, Mars Food & Nutrition
- 12:35 - 13:05 **From Listening to Experience: A Holistic Consumer Experience Approach**
Room 1 • Case Study • Consumer Insights & Marketing
Cielo Cantoni, Global R&D Consumer Experience Lead, Flora Food Group
- 13:10 - 13:40 **Ferrero Open Innovation, An Entrepreneurial Journey**
Room 1 • Case Study • Innovation & Technology
Paolo Arancio, Open Innovation - Global Head 'Better for you', Ferrero
- Moving from Data to Consumer Insights and from Insights to Business Results**
Room 2 • Case Study • Consumer Insights & Marketing
Alexander Dedovets, Global Director Marketing Effectiveness and E-commerce, Cloetta

13:40 - 14:40 Networking Lunch

- 14:40 - 15:10 **Consumer-Led Innovation: The Mycelium Success Story**
Room 1 • Case Study • R&D & Formulation
Martina Lokajova, Co-founder & CEO, Temptu Foods
- Unlocking Growth: How Licensing and Innovation Create Market Differentiation**
Room 2 • Case Study • Innovation & Technology
Oliver Gilding, Sales & Licensing Director, Food Brands Now
- 15:15 - 15:45 **Combining Company Purpose, Personal Purpose and Consumer Trends to Deliver Breakthrough Innovation**
Room 1 • Case Study • Consumer Insights & Marketing
Jon Roberts, Marketing Manager, Tropicana
- 15:50 - 16:20 **What Happens When Appetite, Access, and Accountability Collide?**
Room 1 • Keynote • R&D & Formulation
Carly Arnold, Chief R&D Officer, Nomad Foods
- 16:20 - 16:25 **Chair's closing Remarks & End of Summit**
Room 1
Willem Fijten, Innovation Director, Aviko