



THE GLOBAL FOOD INNOVATION SUMMIT

We bring food & technology together, from farm to fork and beyond

MAY 8-11 2017, MILANO, ITALY

www.seedsandchips.com



May 8-11, 2017 | Milano, Italy | www.seedsandchips.com

EXECUTIVE SUMMARY

ABOUT

Seeds&Chips Global Food Innovation Summit is one of the top **food innovation** events worldwide. We are dedicated to showcasing national and international talent and cutting-edge solutions from around the world.

WHY ATTEND SEEDS&CHIPS

- **MEET** leading global entrepreneurs, investors and executives building the future of food.
- **EXPLORE** new solutions, innovations and trends.
- **SHOWCASE** your products, demo your apps, find investors and reach a large public and industry audience.
- **NETWORK**, share ideas and build synergies with other talented like-minded companies.

EXHIBITION

Seeds&Chips is the largest international event solely dedicated to Food Innovation where startups, corporations, investors, chefs, HO.RE.CA. industry management, organizations and policy makers can share and demo their latest ground breaking food solutions, from farm to fork and beyond.

SCIENTIFIC ADVISOR:



National Research Council of Italy



“Congratulations on an awesome event! It far exceeded my expectations and was an amazing exchange of ideas. I am inspired!”
Viraj Puri, Co-Founder & CEO, Gotham Greens, USA



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“All in all I enjoyed every aspect of Seeds&Chips, especially making new connections and hopefully friends.”
Jaleh Daie, Managing Partner, Aurora Equity, USA



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SEEDS&CHIPS PEOPLE: 2016 EDITION

9,340
visitors

200
startups

221
speakers

40
talks&panels

68
partners

350
one to one
business meetings
with iiMERGE

25+
countries

5
continents

3
startup pitch
sessions

151
journalists

36K
tweets+
retweets

86M
social
impressions



“The event felt like if we were in the early stages of a new era. Food industry is becoming sexier for investors, people are more keen to disrupt it. Seeds&Chips seemed to be the event to attract really high profile people from all around the world who feel that the new era is dawning.”

Kastytis Kemezys, Managing Director, Cinnamon Bridge, UK

EXHIBITION HALL

Thematics Areas:

- Controlled Environment Agriculture
- Precision Agriculture
- Sustainability & Waste reduction
- Learning & Sharing
- Novel & Superfoods
- Food Security for developing countries
- Food Safety, Health & Nutrition
- Big Data, AI & Traceability
- E-commerce, Food delivery & Supermarket of the future
- Smart kitchen, 3D printing & robotics

Exhibition Hall, for the 2017 Edition, will be enriched by thematic areas and national/regional pavilions.

[#AgTech](#) [#Sustainability](#)

[#InternetofFood](#)



“FoodTech is heating up in Europe, and Seeds&Chips has done an amazing job pulling together this growing community. Thank you for creating an amazing environment for food tech innovation, the relationships and partner connections made it a big win.”

Kevin Brown, Founder & CEO, INNIT, USA

NATIONAL & REGIONAL PAVILIONS

The pavilions are hubs that represent as well as bring together the Food Innovation ecosystem of a specific country or region.

They introduce and showcase startups and companies present in the thematic areas; they welcome and host institutions, organizations and companies that build on, support and promote innovation in the food system.



#SaC17

#FoodInnovation

#FoodTech

“It was a great experience, I made a lot of interesting new contacts and I enjoyed the content and speakers during the program. My compliments for the way you managed social media, you were absolutely ‘trending’!”

Jris Lohman, Chairman, Slow Food Youth Network, Netherlands

CONFERENCES

An anticipation of the conferences to be held at Seeds & Chips 2017. Program is being updated.

MAY 8TH	TIME	SUBJECT
	11.00 am	Opening Conference
	02.30 pm	Special Guest keynote speech
	04.45 pm	The food sharing economy

MAY 9TH	TIME	SUBJECT
	10.30 am	Special Conference - Inspire Power: FEEDING THE CITIES – URBAN & VERTICAL FARMING
	12.30 pm	3d Food printers: from novelty to necessary
	02.30 pm	How millennials are changing the food industry
	04.00 pm	The foodtech and agtech arena
	04.30 pm	The restaurant of the future
	04.30 pm	The power of food big data + The semantic of food

MAY 10TH	TIME	SUBJECT
	10.30 am	Special Conference – Inspire Power: FOOD SECURITY FOR DEVELOPING COUNTRIES
	11.00 am	Packaging: sustainable, smart and...?
	12.45 pm	Bridging the gap between diet and technology
	02.30 pm	Climate change and the food system
	02.45 pm	New and super foods
	04.00 pm	The impact of AI on the food system
	04.30 pm	The supermarket of the future

MAY 11TH	TIME	SUBJECT
	10.30 am	How big is the food revolution?
	11.00 am	The breadth and tools of precision agriculture
	12.45 pm	From precision cooking to health
	02.30 pm	How technology is improving eating locally
	03.45 pm	Open innovation in the food system

TBD	TIME	SUBJECT
	TBD	Circular economy for a better world
	TBD	Emerging food waste technologies
	TBD	E-commerce in food, from delivery to meal kits



“The Internet of Food promises enables technologies and data connectivity for improving global health while making a greener planet. More than any other international event, SSC is the place where we are seeing the Internet of Food come to life in terms of new innovations and businesses. I hope to never miss it!”

Matthew Lange, Associate Director, UC Davis, USA

THE *INSPIRE POWER* SPECIAL CONFERENCE FORMAT

ON STAGE

The best start ups and companies worldwide present their greatest solutions in two **special conferences**:

1. **FEEDING THE CITIES**
2. **FOOD SECURITY FOR DEVELOPING COUNTRIES**

WITHIN THE AUDIENCE

To be **inspired and fascinated**, policy makers and mayors of the major cities in the world.



MORE...

iiMERGE

The «Seeding Box» experience uses proprietary software to help you arrange one-to-one meeting between food innovators, corporate executives, startup entrepreneurs and investors.

AWARDS

An advisory board will judge participating projects and change-makers, awarding prizes by category to the most interesting and innovative in attendance at Seeds&Chips.

GIVE ME FIVE

Give Me 5 is a unique and unrepeatable moment: five minutes with a “big” that can provide youth with advice, tips and suggestions on how to develop their ideas.

AWARDS CATEGORIES

- **SEEDS&CHIPS VISIONARY AWARD**
- **BEST DISRUPTIVE STARTUP**
- **FARMING OF TOMORROW:** Best Innovation in Farming
- **BEST WASTE:** Best Waste Reduction Solution
- **SUSTAINABILITY FIRST:**
Most Disruptive Project on Sustainability
- **TRANSFORMING FOODS:**
Best Project for Food Transformation
- **A BETTER WORLD:** Best Solution for Developing Countries
- **EAT HEALTHY:** Best Health and Diet Solution
- **BEST LEARNING AND SHARING PLATFORM**
- **BEST HYDROPONIC, ACQUAPONIC AND AEROPONIC AWARD**
- **INCREDIBLE GROWTH - FASTEST GROWING STARTUP**
- **MOST IMPACTFUL DECISION AWARD (COMPANY)**
- **STARTUPS' BEST FRIEND (COMPANY)**
- **MOST INSPIRING COMPANY AWARD**

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Johan Langenbick, Co-Founder, Foodpairing, BelgiumW.



EXPOSITION AREA

Official 2017 Price List

TYPE	AREA ONLY	FULLY FURNISHED
START UP DESK *	/	€ 2.000
START UP FRAME **	/	€ 2.500
BOOTH 12sqm	€ 3.600	€ 6.600
BOOTH 16sqm	€ 4.800	€ 8.800
BOOTH 20sqm	€ 6.000	€ 11.000
BOOTH 24sqm	€ 7.200	€ 13.200
BOOTH 30sqm	€ 9.000	€ 16.500
BOOTH 50sqm	€ 15.000	€ 27.500
CLUSTER 4+1 40sqm ***	/	€ 20.000

* Pallet wall system – Fully equipped – 250x250 cm

** Multilayers frame-wall – Fully equipped – 250 x 250 x 125 cm

*** 40sqm booth, equipped and divided in n.4 individual modules + n.1 “Welcome” module

Until 31/12/2016

TYPE	AREA ONLY	FULLY FURNISHED
START UP DESK *	/	€ 1.500
START UP FRAME **	/	€ 1.800
BOOTH 12sqm	€ 2.520	€ 5.200
BOOTH 16sqm	€ 3.360	€ 6.900
BOOTH 20sqm	€ 4.200	€ 8.700
BOOTH 24sqm	€ 5.040	€ 10.400
BOOTH 30sqm	€ 6.300	€ 13.000
BOOTH 50sqm	€ 10.500	€ 21.700
CLUSTER 4+1 40sqm ***	/	€ 15.000

AREA ONLY -30% applied

FULLY FURNISHED -30% on area - 10% on furnishing applied

TERMS OF PAYMENT

- 50% DUE AT BOOKING

- 50% DUE BEFORE 04/20/2017

“Seeds&Chips is actually the best FoodTech official faire I’ve seen around, you can have a clear look on what’s going on around the world about food and innovation, is an incredible occasion to make networking with growing startups and meet investors or potential collaborators!”

Antonio Gagliardi, Fellow, Future Food Institute, Italy

TO ADD VALUE TO YOUR PARTICIPATION AT S&C 2017

Sponsorship possibilities for:

- Thematics Areas
- National/Regional pavilions
- Conferences
- Awards
- «Give me five» format
- IIMERGE seeding boxes
- «Seeding is the future» (supporting start up)
- Milano Food Week (6-14 May 2017)

Ask for a dedicated and tailor-made proposal.



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Johan Langenbick, Co-Founder, Foodpairing, BelgiumW.



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THANK YOU.

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#Sac17 #FoodInnovation #FoodTech
#FoodSecurity #FoodPolicy
#Foodforall #Sustainability