

# FLAVOUR WITH MEDITERRANEAN ORIGIN

Product · Values · Sustainability

# CALL FOR SPEAKERS



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#AUTENTICA2025

# 1. Introduction to Auténtica Premium Food 2025

The food industry gathers at Auténtica to present its most distinctive authentic foods and beverages to the mass distribution, retail, specialty stores, hospitality, fine dining, and importers.

**ORIGIN, QUALITY PRODUCT, HEALTH, SUSTAINABILITY** are some of the values promoted by AUTÉNTICA to promote the essence of quality food and beverages. AUTÉNTICA is the creative space that unites the food industry and gastronomy with other professional disciplines such as science, creativity, philosophy, health, arts, journalism or technology among others.

AUTÉNTICA is the **platform for social thinking**, the laboratory for experimentation, the space in which large-scale distribution, the retail sector, gastronomy and the food industry mix with other prominent leaders of our society, to contribute to developing a **new social conscience through food and to promote the Mediterranean diet**.

**Take the AUTÉNTICA stage with more than 300 experts and share your visión, ideas, products and trends with more than 10,000 professionals from the distribution, retail, supermarkets, wholesalers, hospitality and gastronomic chefs**



#AUTENTICA2025



## 2. Purpose of the Call for Speakers

We are looking for **purchasing managers, line managers, sustainability and ESG managers, supply chain managers, innovation managers, producers, chefs, hoteliers, appellations of origin, gourmet shop owners, distributors, entrepreneurs, research centres, universities, public organisations, journalists, professionals and gourmet product lovers** who, within a multidisciplinary and innovative forum, want to contribute knowledge and formulas for success in one of the following categories.

We are looking for restless, curious, innovative people, people who want to establish a new dialogue between gastronomy, **the food industry and the distribution sector**, to promote a new social awareness of the **Mediterranean diet**, extolling the product, its origin, the sustainability of ecosystems and its essence.



### 3. Topics

#### Product and Mediterranean Diet

The product and the Mediterranean diet, a rising value in society. Designations of Origin, a guarantee of quality. Our roots; the importance of recovering traditional recipes and products in danger of extinction. Peoples, civilisations, history and art in the kitchen. Everyday gastronomy and festive gastronomy.

#### Purchasing and Supply Chain

Perspectives and challenges in the current economic and geopolitical situation. Management and optimisation of the value chain. Logistics efficiency. Relations with suppliers. Automation and robotics. Digitalisation and blockchain in processes and operations. Sustainability. Consumer demands that affect the supply chain. Logistics of the future.

#### Sustainability

How can we meet the needs of the current generation without sacrificing the capacity of future generations? Local products, organic production, plant-based diet, circular economy, the effects of climate change on the plate, food waste management...

#### Communication and Marketing

Marketing strategies around the Mediterranean diet. How to improve the customer experience. Promotion and dissemination of gastronomic products through the media, social networks, influencers and other channels.

#### New trends in retailing

Delicatessen shops, premium offer in supermarkets, select corners in service areas and airports. Quality and large consumers of gourmet products. Offline and online retailers. Digital sales platforms.

#### New trends in the Horeca market

Catering groups and new disruptive concepts. Product excellence, the hallmark of quality in hotels. Is delivery suitable for everything? The fifth gamma is flooding the Horeca market. Are dark kitchens on the back burner? Supply management, digitalisation, robotisation and the role of AI.

#### Innovation in the Distribution Channel

How do we address the delicate situation of the Primary Sector? How do we adapt to new consumer trends? Technology applied to distribution; digitalisation, AI, robotics... Omni-channeling is already a reality. Central purchasing units, a solution for everything and everyone? Block-chain, the solution to fraud?



## 4. How to submit your proposals

To send your proposal and be part of **AUTÉNTICA 2025**, please fill in all the details of the online form that you will find at:

<https://www.autenticafoodfest.com/congreso/formulario-call-for-speakers/>

All proposals must comply with the detailed terms and conditions. The attached form will require, among others, the following details:

- **Short biography** of the speaker (maximum 300 characters).
- **Title of the presentation** (maximum 100 characters).
- **Abstract** (maximum 2500 characters): should include the strategic objectives, the implementation context, the added value of the proposal, the methodology, the current status and implementation, solutions/conclusions and any other information useful to understand the main ideas of the proposal.

## 5. Key dates to keep in mind

The key dates to be considered are as follows:

- Receipt of proposals. Deadline: **30 June 2025**.
- Selected proposals. Confirmation date: all participants will be informed of the results of their proposals as of **16 June 2025**



## 6. Frequently asked questions / FAQs

### In which language can the proposal be submitted?

The form and all supporting information must be submitted in English or Spanish. Proposals in other languages will not be accepted.

### Is there any financial cost to participate in the Speakers' Call?

No, it is completely free of charge.

### How many proposals will be accepted?

The number of accepted proposals is the responsibility of the Steering Committee and may vary depending on the quality of the proposals received and the final requirements of the programme itself.

### Is it possible to expand the information after the call?

If you need to modify or extend any of the information submitted, you should contact us through: [congress.autentica@barter.es](mailto:congress.autentica@barter.es)



## 7. Evaluation criteria

The aim of **AUTÉNTICA Congress** is to provide a comprehensive vision of the essence, value and origin of the Mediterranean diet and to promote premium-gourmet food and beverages to distributors and buyers from department stores, specialised shops, retail, hospitality and gastronomic chefs.

The selection criteria are:

- For the **impact** it can bring to the key themes of the congress.
- For its **innovation**.
- For **originality**, disruption and differential vision.
- For the **arguments** and information in the presentation..

## 8. Property rights

The participant is responsible for the authorship of the proposal submitted. He/she is the owner of the intellectual property rights and, if applicable, of the industrial property rights. The participant is responsible for the proposal submitted that does not violate intellectual property rights, industrial property rights, copyright and/or image rights and assumes full responsibility with regard to third parties; the organisation is free from any liability. Once the proposal has been selected, the organisers may publish any data considered public (author, company/organisation, title, abstract, website and theme).

### Data protection

The organisation of AUTÉNTICA Premium Food Fest undertakes to maintain the confidentiality of the proposals received and of the companies or authors. They will only be shared with the members of the Steering Committee. Once the proposal has been selected, the organisers may publish any information considered public (author, company/organisation, title, abstract, website and theme). All participants are responsible for the authorship of the proposals submitted, they own the intellectual property rights and, if applicable, the industrial property rights. Each participant is responsible for the submitted proposal that does not violate intellectual property rights, industrial property rights, copyrights and/or image rights and assumes full responsibility towards third parties. The Congress Organisation is free from any liability.



## 9. Contact details

For any questions or suggestions regarding the **Call for Speakers or AUTÉNTICA Congress**, you can contact us at:

Teléfono: + 34 93 492 38 03

Email: [congress.autentica@barter.es](mailto:congress.autentica@barter.es)

If you are also interested in **exhibiting** or in finding out about different options for participating in AUTÉNTICA, please contact us at:

Teléfono: + 34 919 551 551

Email: [exhibit@autenticapremiumfood.com](mailto:exhibit@autenticapremiumfood.com)



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