



At SIAL Paris \* 2020 from October 18<sup>th</sup> to 22<sup>nd</sup> in Paris, ECOTROPHELIA is preparing the future of food with NEXT FOOD GENERATION, a space at the heart of the exhibition dedicated to the most promising innovation projects.

After organising RISING START-UPS in 2018 within Future Lab, the prospective space of SIAL Paris, the world's largest exhibition for food innovation, ECOTROPHELIA is renewing the experience with NEXT FOOD GENERATION.

For its 2020 edition, SIAL Paris brings together professionals around the theme "Own the Change", allowing them to become the drivers of change as the sector reinvents itself to face environmental, ethical, digital and societal challenges. In this context, Future Lab will host NEXT FOOD GENERATION to welcome new projects from future entrepreneurs who are rethinking the agri-food sector and offering new distribution formats, supply chain solutions, innovative food processing systems and new products that meet consumer demands.

### **NEXT FOOD GENERATION marks ECOTROPHELIA's interest in preparing the food of tomorrow.**

Around thirty projects will be invited to present their innovation (food&beverage product, ingredient, equipment, process, service - digital or physical -, and packaging) to distributors, investors, and the 7,200 exhibitors and 310,000 professional visitors expected during this new edition of SIAL Paris.

→ Applications for the NEXT FOOD GENERATION space are open until June 2<sup>nd</sup> on the platform: <https://nextfoodgeneration.ecotrophelia.org>

→ The selection of projects to be present at SIAL Paris will be communicated on June 25<sup>th</sup> 2020.

### **ECOTROPHELIA network:**

Food innovation laboratory, leader of a network of excellence of Universities and *Grandes Ecoles* in Europe, bearer of European innovation training programs, organiser of ECOTROPHELIA France and Europe student competitions... ECOTROPHELIA puts its skills at service of organisations to source projects with high potential in the agri-food sector.

Created in France in 2000, ECOTROPHELIA has given birth to 1,500 innovative food projects in around twenty European countries. About fifty start-ups come from this unique pool of talents in Europe (Hari&Co, Tadaam Kolectou, Carrés Futé, etc.).

Close to the food federations and interbranch organisations, ECOTROPHELIA meets the needs of food stakeholders in terms of human resources, R&D strategy and innovation transfer.



### **About EEIG ECOTROPHELIA EUROPE**

European Economic Interest Grouping, EEIG ECOTROPHELIA EUROPE brings together 8 national food federations (including ANIA) and the European federation FoodDrinkEurope, and AgroParisTech, as representative of European Universities,

is part of the scientific committee.

The main missions are :

- promote cooperation and exchanges between SMEs and universities, research institutes, public and private bodies involved in food innovation,
- promote excellent education programmes linked to food innovation,
- increase awareness and spreading information, particularly to students and young entrepreneurs.

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### **About SIAL Paris**

Organized by Comexposium Group, SIAL Paris is a member of SIAL Network, the world's largest network of food and beverage trade shows. These nine regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China, SIAL Middle East, SIAL Interfood in Jakarta, SIAL India in New Delhi, Gourmet Selection by SIAL and Djazagro in Algiers) bring together 16,700 exhibitors and 700,000 professionals from 200 countries.

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