



The global food technology market, valued at \$260 billion in 2022, is expected to surpass \$360 billion by 2028. HiConf is set to lead this evolution, uniting top industry leaders, innovators, scientists, investors, and policymakers to shape the future of food technology, drive international collaboration, and promote sustainable development for people and the planet. South Korea, with its expertise in science, AI, and robotics, is emerging as a global FoodTech leader.

HiConf serves as a platform in Korea to showcase its innovations, adopt global best practices, and foster entrepreneurship, job creation, and international business growth. All attendees will have the unique opportunity to connect with Korea's leading experts and international scientists who are pioneering advancements in food technology. The event also offers space for collaboration on cutting-edge projects, leveraging Korea's scientific excellence to fuel innovation.

HiConf is a hub for groundbreaking discussions, driving both economic growth and sustainable development in the FoodTech industry. Join us in shaping the future of food technology and driving global change!

8:30 a.m. Doors Open

Session 1

OPENING SESSION

Government representatives will address the audience spotlighting the political processes driving food transformation from a global and local perspective.

9:00 a.m. Welcome Session

Sori Moon,
Moderator & News Anchor, Korea

9:05 a.m. Welcome Address

High-level Government Representative,
Korea

9:15 a.m. Welcome Address

High-level Government Representative,
United Arab Emirates

9:25 a.m. Video Address

Kwan-young Kim,
Governor of Jeonbuk State, Korea

9:30 a.m. Welcome Address

Prof. Ki-won Lee,
Co-Chairman, Korea FoodTech Council, Korea

Session 2

GLOBAL PERSPECTIVE ON FOODTECH

This session will focus on global investments and developments in food transformation, highlighting opportunities and implications for the local market.

9:45 a.m.

Impulse Presentation
Global Investments
for Global Needs

Dr. Manon Littek,
Founder & CEO of Green Generation Fund, Germany

10:00 a.m.

Impulse Presentation
Exploring Innovations
in Food Tech

Dr. Gregory Yep,
CTO, CJ Cheiljedang, Korea

10:20 a.m.

The Big Opening Panel

Moderated by **Dominic Jeong**, President, Korean Bio-based Future Food Industry Committee & CEO, Simple Planet, Korea

Sergei Ivanov,
Executive Director & Member of the Board,
EFKO Group, Russia
Prof. Ki-won Lee,
Co-Chairman, Korea FoodTech Council, Korea
Young-hoon Park,
CEO, Banks Foundation for Young Entrepreneurs
(d.camp), Korea
Raymund Scheffler,
Founder & CEO of the HITI Fund & Member of the
Board, Novel Foods Group LLC, United Arab Emirates
Dr. Gregory Yep,
CTO, CheilJedang Food, Korea
Tao Zhang,
Co-Founder & Managing Partner, Dao Foods
International, China
Dr. Andy Zynga,
Consultant & Professor, Ex-CEO EIT Food, Belgium

10:55 a.m.	Coffee Break	
Session 3	BEST OF FOODTECH INNOVATION Showcasing the best cases and innovations to inspire the audience and provide a glimpse of what is already possible.	
11:15 a.m.	Case Study	Alex Song, CEO, Shinsegae Food, Korea
11:30 a.m.	Case Study	Paolo Costa, CEO, Biolumen, USA
11:45 a.m.	Case Study	Anna El Tahchy, Founding Director & CTO, Nourish Ingredients, Australia
12:00 a.m.	Case Study	Michele Stansfield, CEO, Cauldron Ferm, Australia
12:15 p.m.	Lunch & Networking	
Session 4	FOOD IS THE NEW MEDICINE Focussing on the medical side of nutrition, especially Korean products and their potential for the international market.	
1:15 p.m.	Impulse Presentation	Rohini Bajekal, Nutritionist & Board-Certified Lifestyle Medicine Professional, United Kingdom
1:30 p.m.	Case Study	Dr. Yong-chul Shin, Chairman & CSO, Amicogen, Korea
1:45 p.m.	Impulse Presentation Bioprocess Platform Technology	Bruce Xia, CEO & CSO of Tofflon-Qianchun, Associate Professor of Jiangnan University, China
2:05 p.m.	Case Study	Dr. Yun-ha Hwang, Director, DongWha Pharm Research Institute, Korea
Session 5	FEEDING THE WORLD WITH ALTERNATIVE PROTEIN Highlighting best practices, state-of-the-art techniques, and international investor relations.	
2:20 p.m.	Impulse Presentation International Markets for Alt-Protein	Viola Chen, Manager, GFI Consultancy, China
2:35 p.m.	Case Study Product Portfolio Transformation	Patrick Bühr, Head of R&D, Rügenwalder Mühle, Germany
2:50 p.m.	Case Study Best Food Ingredient 2023	Jen-Yu Huang, CEO, Lypid, USA
3:05 p.m.	Panel Discussion	Viola Chen, Manager, GFI Consultancy, China Jen-Yu Huang, CEO, Lypid, USA Moderated by Christian Kuhn, CEO, dfv Conference Group, Germany

Startup Pitching Stages

Stage 1
moderated by **Jeong-tae Kim,** CEO & President, MYSC, Korea

2.20 p.m.
Pitch #1 Stéphane Chen, CEO & Founder Another Food, Singapore (Coffee from plant cells)

2.40 p.m.
Pitch #3 TBA

3:00 p.m.
Pitch #5 Jake Berber, CEO & Founder, Prefer Coffee, Singapore (Fermented coffee)

Stage 2
moderated by **Magel Kim,** Executive Director, Krypton, Korea

2.20 p.m.
Pitch #2 Néilda Leiva Eriksson, CEO, Ironic Biotech, Sweden (Nutrition biotech)

2.40 p.m.
Pitch #4 David Klingen, CEO and Founder of Northern Wonder, Netherlands (Sustainable Coffee)

3:00 p.m.
Pitch #6 TBA

3:25 p.m.	Coffee Break	
3:45 p.m.	Impulse Presentation Korea's Startup Ecosystem	Hyun-woo Kim, CEO, Seoul Business Agency (SBA), Korea
4:00 p.m.	Impulse Presentation	Seungha Baek, Director for Agri-food industry of Jeonbuk State, Korea
Session 6	THE JOY OF SWEET PROTEINS Exploring the next big thing in food production and nutrition. Making humans stronger and more competitive without harming health or the planet.	
4:15 p.m.	Impulse Presentation Markets and Products	Dr. Adam M. Adamek, CIO, European Institute of Innovation & Technology (EIT Food), Belgium
4:30 p.m.	Impulse Presentation	Achraf Kawwa , Head of R&D, Novel Foods Group L.L.C, United Arab Emirates
4:45 p.m.	Case Study Sweet Proteins	Antonella De Lazzari, Founder & CBO, Naturannova, Chile
5:00 p.m.	Wrap up & Conclusion	Sori Moon, Moderator & News Anchor, Korea Prof. Ki Won Lee, Co-Chairman, Korea FoodTech Council, Korea Raymund Scheffler, Founder & CEO of the HITI Fund & Member of the Board, Novel Foods Group LLC, UAE
5:15 p.m.	END OF EVENT	
7:00 p.m.	Invite Only - VIP Dinner	