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São Paulo and the Future of Food:

Inspiration, Connection and Insight for Food and Hospitality Entrepreneurs

October 22nd-25th, 2025
Bioma Food Hub, Sao Paolo

Event Overview

Duration: 2 days (4 x 3-hour sessions)

Venue: Bioma Food Hub, São Paulo

Price: 2,000 Brazilian Reals per person (includes all sessions + lunches)

Additional Events: Welcome reception, closing dinner, field trip (separately ticketed)

Event Schedule

Wednesday, October 22nd: Evening Reception & Welcome Drinks (Venue TBC)
Networking and introductions

Thursday, October 23rd:

DAY 1: FOUNDATIONS

Theme: Understanding the New Food Economy

Friday, October 24th:

DAY 2: ACTION

Theme: Building Collaborative Food Economies

Evening dinner: A celebration of SP food culture

Saturday, October 25th:

Optional Field Trip: Farm-to-table showcase featuring sustainable producers
(Additional ticket required)

DAY 1: FOUNDATIONS

Understanding the New Food Economy

SESSION 1: Global Context & Local Opportunity

Time: 9:00 AM - 12:00 PM

Opening Keynote (30 minutes)

"The Global Food System Transformation" Speaker: Áine Morris, CEO, Sticky Fig Media -
Opportunity and challenges in a rapidly changing world: climate impact, supply chain
resilience, true cost - innovation, integration and opportunity

Secondary Keynote (30 minutes)

"Brazil's Food Innovation Landscape" Speaker: Andre Rodrigues, MD, Loudtt.
Context: opportunities and challenges in Brazilian food entrepreneurship

Industry Leader Spotlight (30 minutes)

"Scaling Quality: Building a National Food Brand"

Proposed Speaker: Olivier Kirkham, Founder, Bacio di Latte

Case study: Growing from artisanal to national while maintaining quality and values

Hospitality Innovation Spotlight (30 minutes)

"Regenerative Gastronomy in Practice" Speaker: Jerônimo Villas Boas, Chef, Reenvolver
Context: How restaurants can lead environmental and social change

Moderated Roundtable (45 minutes)

"From Global Trends to Local Action" Moderator: Juliana Bechara, Bioma Food Hub
Panelists: All session speakers
Audience Q&A and cross-perspective dialogue

LUNCH BREAK (90 minutes - Community lunch featuring local producers)

SESSION 2: Innovation in Action

Time: 1:30 PM - 4:30 PM

Opening Keynote (30 minutes)

"Creative Leadership in Food Service"

Speakers: Nadia Pizzo (Head Chef) & Rodrigo Testa (Founder), Ráscas Restaurants
Building distinctive food culture and employee engagement

Technology & Innovation Keynote (30 minutes)

"Tech-Enabled Food Systems"

Proposed Speaker: Representative from Embrapa or iFood, or similar Brazilian food tech company

Context: How technology is reshaping food delivery, production, and consumer behavior

Sustainability Leader Spotlight (30 minutes). Online

"The zero waste Economy in Food Business"

Proposed Speaker: Morena Leite, Chef & Activist (Founder, Capim Santo)

Context: Zero-waste practices and sustainable sourcing in restaurant operations

Social Impact Spotlight (30 minutes)

"Food as Social Change"

Proposed Speaker: David Hertz or Representative from Gastromotiva

Context: Using gastronomy to create social impact and community development

Closing Roundtable (45 minutes)

"Innovation Pathways: What Works in São Paulo"

Moderators: Enrico Galli and Juliana Bechara

Panelists: All session speakers

Practical insights and implementation strategies

DAY 2: ACTION

Building Collaborative Food Economies

SESSION 3: The Future of Work in Food

Time: 9:00 AM - 12:00 PM

Opening Keynote (30 minutes)

"Meaningful Food Careers and economies of growth" Speaker: Enrico Galli, Regional Director, Sticky Fig Media
Global case studies in building sustainable food businesses and meaningful careers

Brazilian Context Keynote (30 minutes)

"Founding Food Businesses in Brazil: Culture & Challenges"
Speaker: Andre Rodrigues, MD, Loudtt Hospitality Consultancy
Context: insights on entrepreneurship, talent retention, and business culture

Cooperative Models Spotlight (30 minutes)

"Collective Ownership in Food Business"
Proposed Speaker: Representative from Cooperativa Central Aurora / Raízes / Sampa Rural
Context: How direct to consumer models create stability and shared prosperity

New Generation Leadership (30 minutes)

"Next-Gen Food Entrepreneurs"
Context: Fresh perspectives on building food businesses with purpose

Interactive Workshop (45 minutes)

"Building Your Food Business Culture"
Facilitators: Bioma & Sticky Fig team
Group exercises on values alignment, team building, and culture creation

COMMUNITY LUNCH (90 minutes - Collaborative meal featuring symposium participants and local food community)

SESSION 4: Collaboration Over Competition

Time: 1:30 PM - 4:30 PM

Opening Keynote (30 minutes)

"Ecosystem Thinking in Food Business" Speaker: Juliana Bechara, Founder, Bioma Food Hub
Context: How food hubs and collaborative spaces create sustainable business environments

Regional Development Keynote (30 minutes)

"Building Food Regions, Not Just Restaurants"
Proposed Speaker: Representative from Slow Food Brasil or Instituto ATÁ, Tourism org or other
Context: How promoting regional food strengthens entire economies

Producer Collaboration Spotlight (30 minutes)

"From Farm to Table: Collaborative Supply Chains"
Proposed Speaker: Small-scale farmer or producer collective representative
Context: Direct relationships between producers and restaurants/retailers

Innovation Ecosystem Spotlight (30 minutes)- Exchange topic for something more comprehensive / systemic

"Incubating Food Innovation"

Proposed Speaker: Representative from food tech incubator or Sebrae

Support systems for food entrepreneurs and startups

Final Roundtable & Call to Action (45 minutes)

"Building São Paulo's Food Future Together"

Moderator: Áine Morris, CEO, Sticky Fig Media

Panelists: Representatives from each day's sessions

Community commitments, next steps, and ongoing collaboration

CLOSING DINNER (Separately ticketed) - Showcase dinner featuring São Paulo's top restaurants and producers