

As our world grows, so does our global appetite. With a rapidly expanding population and the evolution of technology and AI reshaping our lives, we must be more conscious of the food we consume. To thrive in this changing landscape, we need sustainable food solutions and a healthier approach to our diet. The Healthy Innovation Conference (HiConf) is where you can join changemakers dedicated to revolutionizing food production and driving impactful change in the industry. This event unites scientists, innovators, investors, policymakers, and entrepreneurs to address the critical challenge of providing nutritious food while protecting planetary boundaries.

Science has already proven that people can live longer, healthier, and happier lives by enjoying and sharing healthy food. Our aim is to support this journey by continuously improving nutrition, searching for alternatives and providing healthy choices that inspire good food habits and make it accessible for more people. Achieving this balance is essential to securing a healthier future for both humanity and the Earth.

08:30 Doors Open

Opening Session

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

09:00	Welcome Session	Moderator (tbd)
09:05	Welcome Address	High-level Government Representative , Seoul, Korea
09:15	Welcome Address	High-level Government Representative , United Arab Emirates
09:25	Welcome Address	Prof. Ki Won Lee, Co-Chairman , Korea Food Tech Council, Seoul, Korea
09:35	Welcome Address	Kim Gwan-young , Gouverneur of Jeonbuk-do, Seoul, Korea

09:40 Welcome to Session 2

Global Perspective on Food Tech

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

09:45	Global Investments for Global Needs	Dr. Manon Littek , Founder & CEO, Green Funds, Germany
10:05	Commercial Impulse Presentation	Gregory Yep , CTO, CJ-Group, Seoul, Korea

10:25	The Big Opening Panel	Dr. Andy Zynga , Ex-CEO EIT Food, Netherlands Prof. Ki Won Lee, Co-Chairman , Korea Food Tech Council, Seoul, Korea Raymund Scheffler , Founder & CEO of the HITI Fund and Member of the Board, Novel Foods Group LLC Sergei Ivanov , Executive Director and Member of the Board, EFKO Group, Russia Tao Zhang , Co-Founder and Managing Partner, Dao Foods International, China
--------------	-----------------------	---

11:10 Coffee Break

11:30 Welcome to Session 3

Best of Food Tech Innovation

Showcasing the best cases and innovations to inspire the audience and provide a glimpse of what is already possible.

11:35	Case Study	Alex Song , CEO, Shinsegae Food, Seoul, Korea
11:50	Case Study	Paolo Costa , CEO, Biolumen, USA
12:1	Case Study	James Petrie , CEO & Founder, Nourish Ingredients, Australia
12:30	Lunch & Networking	

13:30 Welcome to Session 4

Food is the New Medicine

Focusing on the medical side of nutrition, especially Korean products and their potential for the international market.

13:35	Impulse Presentation	tbd
13:55	Case Study	Yong-Chul Shin , Chairman and CSO, Amicogen, Seoul Korea
14:15	Case Study	Sina Albanese , Founder & CEO, Koralo Food, Germany
14:35	Case Study	Dr. Yun Ha Hwang , Director, Dongwa Pharm, Seoul, Korea

14:55 Welcome to Session 5

Feeding the World with Alternative Protein

Highlighting best practices, state-of-the-art techniques, and international investor relations.

15:00	Impulse Presentation	Viola Chen , Manager, GFI Consultancy, China
15:20	Case Study	Patrick Bühr , Head of R&D, Rügenwalder Mühle, Germany
15:40	Case Study	Chen-Yu Huang , CEO, Lypid, USA/Taiwan
16:00	Global Strategies for Cell-Based Protein	
16:20	Panel Discussion	Viola Chen, Patrick Bühr , et.al. tbd
17:00	Coffee Break	

Startup Pitch Stages

Room 1 Moderator tbd	Room 2 Moderator tbd
14:00 Pitch #1	14:00 Pitch #2
14:45 Pitch #3	14:45 Pitch #4
15:30 Pitch #5	15:30 Pitch #6

17:30 Partnership Presentation Representative of Jeonbuk-do

17:45 Welcome to Session 6

The Joy of Sweet Proteins

Exploring the next big thing in food production and nutrition. Novel Foods LLC offers a sweeter side of life without harming health or the planet.

17:50	Markets & Products	Dr. Adam M. Adamek , iCIO, European Institute of Innovation & Technology (EIT) Food
18:10	Presentation of Novel Foods	Ashraf Kawa , Head of R&D, Novel Foods Group LLC, UAE
18:30	Wrap-Up & Conclusion	Prof. Ki Won Lee , Co-Chairman, Korea FoodTech Council, Seoul, Korea
18:40	Networking	
19:30	End of Event	

20:00 Invite Only - VIP Dinner