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_Global Food Summit Board of Trustees with its guests of honor 2019 Her Excellency Miriam Al Mehairi (3rd from right)/United Arab Emirates, StMin. Michaela Kaniber (center)/StMELF Bavaria, Máximo Torero/FAO (left)





Future is a state of mind. On December 2, 2020, Singapore approved the world's first chicken nuggets made from stem cells grown in a laboratory for sale. In 2013, when the first clean-meat burger was unveiled, experts predicted that it would take another 20-30 years for such products to reach market maturity.

But we are already there today. At the same time, we can now also produce protein from CO2, bacteria and energy, grow lettuce in space or use artificial intelligence to predict future flavors and mix them with the help of flavorings.

Progress is in an acceleration phase.

And this is taking place in China, the Asian region and the USA. Asia has also seen the emergence of the world's largest economic market with the Asia-Pacific Free Trade Agreement (RCEP) 2020, with around 2.2 billion people. More patents were filed in China than in the U.S. for the first time in 2019. Europe, meanwhile, is banning pioneering methods such as CRISPR Cas.

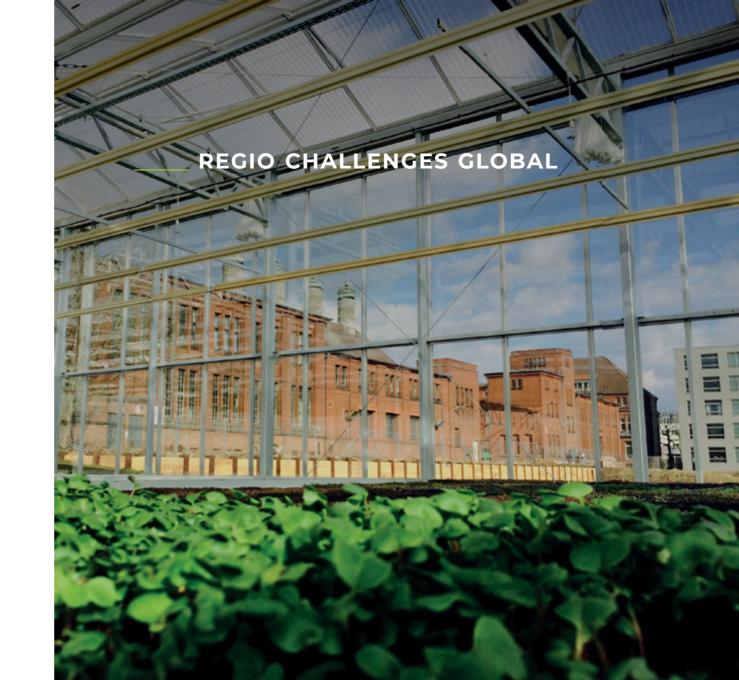
So, what awaits us in the food sector in 2030? Where can German farmers place themselves and find their bearings in this major global climate situation? More agile, faster, smarter, more innovative: Germany is still among the top ten most innovative nations in 2020, according to the Global Innovation Index. Thanks to good foundations in scientific research. However, Germany only holds the eighth place in terms of university/industry cooperations. In terms of access to loans for young companies, it ranks 44th out of 139, and in the ranking for how easy it is to found a start-up, it is only 96th.

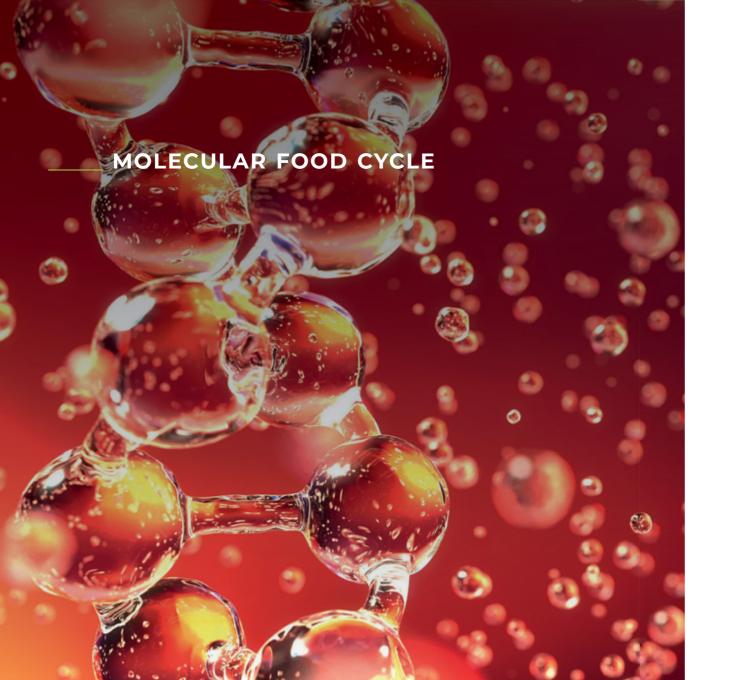
Nevertheless, a modern reorientation toward regional cultivation and exchange is also taking place in Germany and Europe.

Around the world, many foods are no longer produced in the countryside, but close to consumers in the middle of metropolitan areas. The German startup Infarm raised \$300 million in 2019.

Corona was an accelerator in this: digital technology, regional availability and a perceived security in the regional make regional urban food production seem desirable and feasible, according to a scenario study by Cluster Ernährung 2020. This includes spirulina algae production on house facades or in bioreactors on inner-city sites.

Innovative regions challenge global players.





Food is nothing more than just a string of molecules. A steak and a glass of water each consist of about 6.6×10^{24} molecules.

These smallest, multi-atomic particles are responsible for what we taste and how food feels in our mouths. Today, we can break food down into its molecules and reassemble them in a new and sustainable way.

The U.S. company "Endless West" from California, for example, produces a "20-year-aged whiskey" from a mix of molecules within 24 hours. Since 2020, they have also been producing Italian wine and high-quality sake. Each at half the price and with 60 % less land consumption, 75 % less water consumption and 40 % less CO2 emissions - in the middle of San Francisco.

The Israeli start-up "Bio Milk" has succeeded in producing breast milk in the lab by assembling the immune-boosting oligosaccharides of breast milk in the lab. The Israelis are facing competition from the U.S., which has received around four million USD from the "Bill & Melinda Gates Foundation" in 2019 to produce breast milk via female cell cultures. This is an opportunity to achieve the UN goal SDG 2, Zero Hunger, for babies and young children.

Digitization will permanently change our cities. The latest technological developments will facilitate an "urban circular food economy". New urban-rural relationships will emerge, with opportunities for both sides. The urban habitat will become a livable, natural and sustainable ecosystem.

Light-emitting diodes, genome editing, hydroponics or protein fiber cultivation, for example, will accelerate the progress of sustainable circular systems. Region-specific products can be grown in vertical farms around the world. Papayas and guavas from Upper Franconia are already a reality, warmed by waste heat from nearby glassworks.

Digitization enables cross-disciplinary collaboration between scientific disciplines. Nutrition and medicine will move closer together, and personalized nutrition from 3D printers will contribute to improved human health.

The food industry is becoming urban. The local fresh producer, the sustainable protein supplier, the urban techno-farmer will not only have to cater to "communities." They will increasingly offer individually produced food. International convenience products will compete with regional producers. Farmers, industry and commerce will redefine their roles.



OUR GLOBAL MEDIA - OUTCOME

MEDIA RESONANCE

2017 12 MIO.

2019

87 MIO.

Germany, Austria, Canada, USA, Ecuador, Peru, Chile, United Arab Emirates, Pakistan, China and India

MEDIA GENRE AND REACH

ONLINE 39 MIO

f3 Farm.Food.Future, Deutsche Welle Online, Emirates News Agency, Focus Money, Augsburger Allgemeine, El Mostador (Chile), El Universo (Ecuador), Dubai Informer, Urdu Point (Pakistan), food-monitor, Novo-Argumente, Start-up Valley, Start-up Munich, EatNorth (Canada) ...



FAZ, Süddeutsche Zeitung, Passauer Neue Presse, Schwäbische Zeitung, Donaukurier, Novo-Argumente, VirginRadio Dubai ...



Südwestrundfunk Aktuell, Deutsche Welle TV (EN/ES), Deutsche Welle Radio, Canadian Broadcast Company, München TV. FoodNewsMarket ...

TWITTER AND FACEBOOK

y 102.000

TWITTER "Likes" (just campaign)



FACEBOOK "People Reached" (account is new)



TWITTER Impressions (just campaign)

ACCREDITED JOURNALISTS

7 26 JOURNALISTS AT THE PRESS CONFERENCE

appeared at the press conference on March 20, 2019 at the Presseclub Munich.



have registered for the Global Food Summit 2019 on 20 and 21 March 2019 in Munich.

INTERNATIONAL MEDIA VIDEO PLATFORM

FOODNEWSMARKET

offers video footage to appr

%15.000

journalists throughout the world with food and agriculture background. Videos are downloaded and used in news clips or features.

food.newsmarket.com

PROF. REINHOLD EWALD ASTRONAUT & PROFESSOR,

UNIVERSITÄT STUTTGART



"Every gram counts a rocket launch – that's why closed circles are a must for long duration flights! Especially life support systems in spaceships must be self-sufficient and robust. We in Stuttgart are therefore researching biological components for atmosphere renewal and food supplements."

BRIAN JAMES SHAW METABOLIC AMSTERDAM



"We need to fundamentally change how the world feels itself.

By providing cities, policy-makers and food companies with insights from data science and systems thinking, we can help them be a part of that transformation."



OUR MEDIA ACTIVITIES



PRESS RELEASES

to around 57,000 journalists worldwide in two languages

OTS-TRANSMISSIONS

to the DACH region via the dpa ticker

BACKGROUND INTERVIEWS

with daily newspapers, weekly papers, radio and TV with exclusive reports on the speakers and topics of the conference.

CAMPAIGNS

in the social media Facebook and Twitter, LinkedIn.

• OUR NEWSLETTER

has 5,000 decision-makers from science, politics, media, associations and companies. The average open rate is 28%.

STRÖER POSTER CAMPAIGNS

at central locations in Munich.

INTERVIEWS

with decision-makers from the food industry for our website.

CONNECT

Top leaders from politics, business and research come together to secure a sustainable global food supply for the future.

OFFER SOLUTIONS

Present your innovative project to media and over 400 decision makers in Munich. Explain next steps on how regulation and investments need to be adapted.

EXPRESS OPINIONS

Innovation relies on communication. Otherwise, third parties gain interpretive authority over the "right" innovations.

We offer international visibility, strong interlocutors and good contacts to our sponsors.





OUR START-UPS

Global Start-ups present their innovations at the Global Food Summit in international competition in front of a high-caliber audience from the media, politics, science and associations. They get to know decision-makers and multipliers. Not just at a distance, but in person. Come join us.

WHY IS IT WORTH IT?

This start-up from the Netherlands (photo) presented its product - an herbal lemonade - for the first time at the Global Food Summit in 2019. Still with selfdesigned flyers and press releases.

Then everything happened very quickly.

Our curator, Prof. David Zilberman, had invited both of them to Berkeley in the USA for the presentation before the end of 2019. In 2020, they were signed by Coca Cola. Congratulations! Food Now is the young, successful social media brand of the Global Food Summit.

In short clips for the digital, mobile world, with subtitles, food innovations or food stories are told in 40 seconds.

We show you: How vegan schnitzels are made from lupine flour in an experimental lab; we remember Josef Groll from Vilshofen, the inventor of Pilsen beer; and we do street polls, for example on: "Would you eat insect burgers?" or "Do you know what bioeconomy is?"

Impressions and interaction rates on Twitter, Facebook and LinkedIn have been fantastic from the start.

Each clip is actively clicked on average around 1000x and reaches around 50.-60.000 impressions in one day.

Click here to go to the website: http://media.globalfoodsummit.com

Of course, longer films can also be posted on this media website. It is the video library of the Global Food Summit.

FOOD NOW - VIDEO FOR YOU



CAMPAIGNS



CAMPAIGNS







A LITTLE BIT OF SCIENCE 2021

PARTNER OF THE RESEARCH PROJECT ZIRKULIERBAR WITH:

- Leibniz-Institut f
 ür Gem
 üse- und Zierpflanzenbau (IGZ) in Großbeeren
- Kommune Eberswalde (EW)
- · Kommune Landkreis Barnim (BAR)
- · Kreiswerke Barnim GmbH (KWB)
- Finizio Future Sanitation GmbH (FFS)
- Hochschule für nachhaltige Entwicklung Eberswalde (HNEE)
- Technical University Berlin (TUB)
- Deutsches Biomasseforschungszentrum gemeinnützige GmbH (DBFZ)
- Center for Responsible Research and Innovation (CeRRI)





A LITTLE BIT OF SCIENCE 2021

NOMINIERT









Die Auswirkungen der Corona-Pandemie auf die Zukunft der Land- und Ernährungswirtschaft

Wie essen wir 2030?









Food for a transforming society

Global Food Summit, Munich & Berlin

mfm-menschen für medien Stephan Becker-Sonnenschein Werneckstraße 23a 80802 Munich beso@globalfoodsummit.com m 0176 6666 5457

GLOBAL FOOD SUMMIT 2022

Munich, Alte Kongresshalle, 22.-23. March 2022



The Alte Kongresshalle was built in 1952/53 in the heart of Munich, and was extensively renovated and technically modernized in 2007 by the Edith Haberland Wagner Foundation. The hall of the Alte Kongresshalle offers a space for concerts, conferences or congresses. The special feature of the listed, event venue is its retrofuturistic architecture, which is continued in the interior and constitutes the unique character of Munich's cultural asset.

The Global Food Summit 2022 will take place there from 22 - 23 March 22 as a hybrid event.

In addition to the congress, four program lounges, two evening receptions, a gala dinner as well as exhibition booths with tastings, a press conference and various program activities are planned, also in the neighboring building, in the historic Wagner Villa.

We offer approximately 700m2 of exhibition space.

Four separate lounges, one with approx. 100m2, three with approx. 33m2, in which program points and/or background discussions, company discussions and meetings can take place, are available.

In the congress hall, there are counters and a kitchen for rent.





POSSIBILITIES FOR ACTIVE PARTICIPATION

- Booking of an entire session within the congress program on a complex of topics.
- Duration of a session approx. 1.5 hours = approx. 3 4 speakers, which you can determine yourself.
- Since we are a science congress, at least one speaker should be a scientist.
- Other than that, we would like to recommend a good mix of speakers from politics from state secretary level upwards, an innovative company and/or a start up or an NGO.
- We are happy to receive a key note or greeting from a minister or the ambassador.
- If you book an entire session, we will be happy to invite a representative to the kick-off press conference at the Munich Press Club.
- Your country's/institution's logo will be included in/on all public relations activities of the Global Food Summit: in the global live stream, on the website, in social media, on press releases.

FOR YOUR PRESENCE AT THE CONGRESS

- The congress hall offers four lounges with a screen and modern and comfortable lounge furniture.
- The lounges can additionally be branded and designed by yourself.
- This is your place to present at the Global Food Summit. Here, you can design your own program, hold background discussions, initiate business contacts, display information for visitors, present research content, receive journalists and politicians. Offer workshops on the topic of food.
- We are happy to assist with matchmaking, establishing contacts with highlighted guests, journalists as well as with program design.
- If you book the large lounge, we will be happy to welcome one of your speakers in the program and at the press conference, as well as to provide you with a free space in the exhibition area of 5 sqm.
- If you book the small lounge, you will also have a free exhibition space of 5m2 at your disposal.





POSSIBILITIES FOR ACTIVE PARTICIPATION

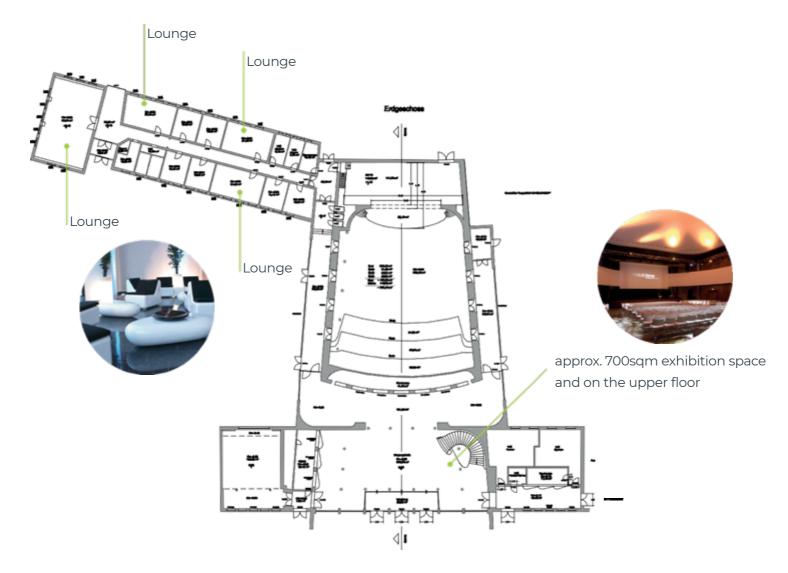
- Present your country via video for all congress participants. Always shortly before the start of a session.
- The maximum length of the video is 3 minutes.
- · Cost for one recording before a session:

FOR YOUR PRESENCE AT THE CONGRESS

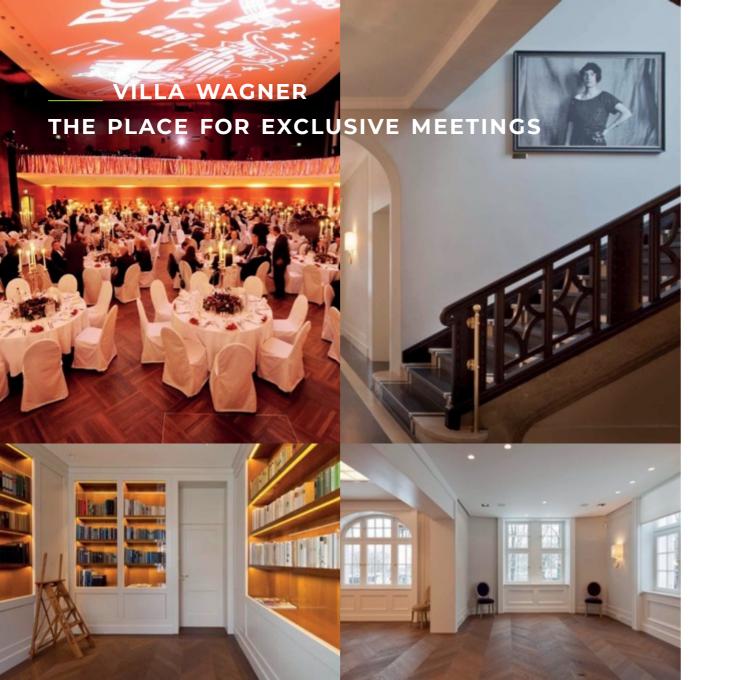
- We offer companies, start-ups and all interested parties around 700m2 of exhibition space in the congress hall and directly in front of the entrance to the congress. For your own presentation, for information booths, for tastings and much more.
- In the congress hall there are, among others, counters and a kitchen for rent. Glasses and tableware can also be rented.



SITE PLAN







POSSIBILITIES FOR ACTIVE PARTICIPATION

- The Haberland Foundation's Villa Wagner is located directly next to the Old Congress Hall. The historic building offers the exclusive setting for stylish receptions, meetings and the gala dinner.
- · Standing receptions for approx. 80 people
- Seated dinner for approx 60 people.
- · Reception on 21 March 22 from 18.30h
- Dinner on 22 March 22 from 19.00h
- · Kitchen, service. Crockery and catering available.
- Typical food of the country can be provided and processed in the kitchen.



FURTHER POSSIBILITIES

- · Sponsoring of the lunch
- Sponsoring of the coffee breaks