

Arrival Guide – New Food Conference 2026

Introduction

Welcome to the New Food Conference! To ensure your journey and participation run smoothly, you will find all the essential information here.

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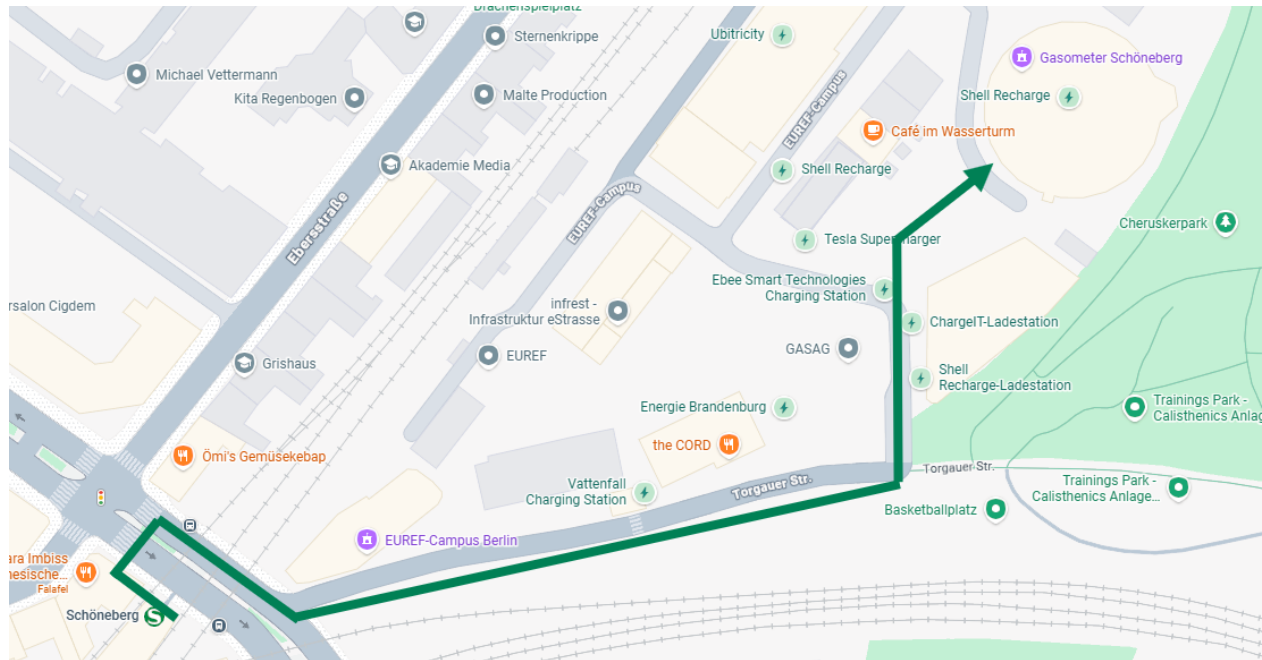
Tickets & Check-in

- **Ticket:** Please bring your **digital ticket** on your smartphone.
- **Check-in:** Main Entrance / Registration Desk (8 am - 9 am).

Directions & Arrival

Address

[Gasometer, EUREF-Campus 17, 10829 Berlin](#)



Public Transport & Tickets

- **Nearest Station / Stop:** [S Schöneberg](#) (5 min walk).
If Google Maps tells you to get out as the S-Bahn station "Julius-Leber-Brücke", don't follow the instruction. It can lead you to a closed gate of Euref Campus.
- **Connections:** S1, S41, S42, S46 and take the exit for Dominicusstraße
- **Public Transport Tickets:** <https://www.bvg.de/en/subscriptions-and-tickets>

Parking

- **On-site Parking:** There are two public car parks available for a fee – including charging points for electric cars. The entrance to the underground car park is located on Torgauer Straße and directly in front of the gate at the campus entrance.

Schedule & Programme

Schedule & Timings

- **Doors Open & Registration:** 08:15 - 09:00 at Gasometer, EUREF-Campus 17, 10829 Berlin
- **End of Conference and Networking Start:** 18:00
- **Doors Close:** 21:00

Conference Programme

You can scan the detailed programme on site using the **QR codes** displayed around the venue.

09:00	Welcome & Opening	Sebastian Krüger & Katleen Haefele
	PANEL – <i>Plant-based 2.0: Conceptualising and Developing the Next Generation of Products</i>	Devika Suresh Mark Evans Dr. Maya Bendifallah Oliver Frehse
	KEYNOTE – <i>The Innovation Race: How Brands and Private Label Shape the Market</i>	Denise Blömers
	PANEL – <i>Mainstreaming Plant Proteins, from Category Management to Consumer Communication</i>	Sebastian Krüger Jennifer Wiegard Denise Blömers Miriam Schroer Kay Uplegger
10:45 – 11:15	Coffee Break	
	KEYNOTE – <i>Why Plant-Based Initiatives Succeed or Fail in Corporate Environments</i>	Miriam Ueberall
	PANEL – <i>Remastered and Market-Ready: Field Notes on Hybrid Products</i>	Albrecht Wolfmeyer Fredrik Öhm Christiane Seidel Giuseppe Scionti Indy Kaur
	KEYNOTE – <i>Shaping the Next Chapter – From</i>	Simone Poppe

	<i>Start-up Ideas to Scaled Reality</i>	
	PANEL – Smart Contracts and Cost Strategies to Close the Agricultural Supply Gap	Maximo Graesse Matthias Krön Isabella Krause Patricia Rishi Sundstrom
13:00 – 14:30	Lunch Break	
	KEYNOTE – <i>Normalising Plant-Based Shopping Habits: The Supermarket of Tomorrow</i>	Moritz Möller
	PANEL – <i>In Times of Crisis: Turning Supply Chain Risks into Growth Opportunities</i>	Dr. Nina Wolff William Trautmann Anders Klöcker Divya Murthy
	KEYNOTE – <i>Five keys for the protein transition</i>	Tobias Leenaert
	PANEL – <i>Shaping European Policies: Political and Regulatory Roadmaps for a Resilient Protein Supply</i>	Simon Handschuh Prof. Dr. Peter Feindt Anne Lerche Anna Handschuh
16:20 – 16:50	Coffee Break	
	KEYNOTE – <i>Health, Technology, and Taste: Lessons from Incubating 130+ Ventures</i>	Devika Suresh
	KEYNOTE – <i>How GLP-1 Agonists Can Reshape Consumer Appetite and Retail Assortments</i>	Morgan Griffiths Anna-Lena Klapp
	PANEL – <i>Longevity, the Microbiome, and Future Health Narratives</i>	Katrin Kasper Daniel Anthes Morgan Griffiths Dr. Alexander Smerz Isabelle Symonds
	Closing Remarks	Sebastian Krüger Virginia Cecchini Kuskow
18:00 – 21:00	Networking (15th floor)	

Food & Catering

- **Breakfast:** There is **no breakfast** provided on site.
- **Coffee breaks:** Hot beverages & snacks
- **Lunch:** Delicious 100% plant-based buffet
- **Evening Catering:** Finger food during the networking evening

New Food Conference on Social Media

- Please use the hashtag #NFC2026 and tag our accounts when posting about the conference:
 - LinkedIn: [@ProVeg Deutschland](#)
 - Instagram: [@provegde](#)

More Questions?

Please don't hesitate to contact us: newfoodconference@proveg.org

We look forward to seeing you
at the New Food Conference!