

Food innovation is a matter of intense debate in all countries, especially in recent years. The recent economical crisis experienced all over the world constitute a good example of the need of innovation as a model for companies to survive and its impact on countries' economies and consumers. This Conference aims to bring together all the stakeholders of the food innovation cycle as technical staff from food industry, scientists, health professionals, research supporting agencies, food regulators and consumers, to discuss important issues related to food innovation and how it can be managed at processing and manufacturing companies keeping in mind the success of the company and the final benefit to the consumer.

This Conference is being organised by the International Society of Food Engineering (ISFE), a branch of IUFOST, the University Institute of Food Engineering for Development (UPV) and the Institute of Agrochemistry and Food Technology (CSIC)

We will be very pleased to welcome you to the Conference in Valencia next October 2010. Valencia is a wonderful city, site of delicious oranges and the worldwide famous paella and other culinary dishes. The city is a combination of old history, with remains from roman times, to the modern future like the famous City of Sciences designed by the well-known valencian architect Santiago Calatrava. We hope you will enjoy your stay with us and will have an exciting and profitable experience.

**Pedro Fito and Fidel Toldrá**  
*Chairmen of the Organising Committee*