



LFA INNOVATION 2025 REGULATION

Space for Showcasing and Distinguishing Innovative Products FRAMEWORK

Lisbon Food Affair (LFA2025) spotlights and recognizes INNOVATION in the food sector by providing an area created for companies that participate in each edition to exhibit their INNOVATIVE products.

LFA INNOVATION 2025 will be the ideal venue for supply and demand in this macro-sector, both nationally and internationally, as well as the perfect place to spotlight and recognize innovation.

With the main purpose of supporting companies in their efforts to design, develop and launch new innovative products on the market, whether in Food & Beverage, Equipment and Technology for Industry or for the Horeca channel, LFA2025 is providing companies with their own area suitable for this promotion at the fair.

LFA INNOVATION 2025 will therefore be a setting for promoting new products with an innovative nature, organized and decorated in a careful and functional fashion, which will showcase the type of innovation (radical/total, market or continuous) among the displayed products.

LFA INNOVATION 2025 will also be one of the most relevant areas for professional visitors from the sector and communication professionals, as it will enable them to discover the most recently launched products on the market.



Regulation

Article 1 – The aim

The area designated LFA INNOVATION 2025 is one of the initiatives of LFA2025 and aims to promote the innovative nature of the participating companies, showcasing the new products and innovations that are present at the exhibition in each edition.

Article 2 - Scope

What it means to participate at LFA INNOVATION 2025:

- a) Presence in the exhibition area: the products will be exhibited in the area developed specifically for this purpose, in display cases, along with the identification of each product.
- b) A product description sheet in Portuguese and English will be placed at the exhibition site, provided it has been supplied by the company.
- c) The organization will share information about the LFA INNOVATION 2025 products on the event's website, on the event's social networks and in specific communication to be developed for the media.

Article 3 - Contestants

LFA INNOVATION 2025 is open to all companies participating in the LFA 2025 edition.

Article 4 - Products

1. New products launched between January 1, 2024, and the first day of the event, February 10, 2025, will be accepted.
2. Accepted for participation are new products that can be marketed in distribution/retail or in the Horeca/Foodservice channel (hotels, restaurants and catering).



3. The degree of innovation will correspond to new products or improvements to products already on the market through changes in their characteristics, manufacturing methods, shape, packaging, design, or other innovations such as environmental impact, business models and applied technologies, if they provide added value to the market.
4. The products submitted must be original, and the applicants are responsible for their originality.
5. The products presented at **LFA INNOVATION 2025** must correspond to one of the three defined INNOVATION categories:
 - i) **Radical or Total Innovation**

Products that are completely innovative in terms of their composition, applied technology or presentation.
 - ii) **Market Innovation**

New products launched on the Portuguese market that already exist in other markets and whose innovation is either in their composition, technology or presentation.
 - iii) **Continuous Innovation**

New Products which are characterized by being either an improved version of a product, a range extension or a new range.

Article 5 – Application Formalization

1. In order to participate, exhibiting companies must submit to the organization an individual proposal for each product, using the description form provided by the organization.
2. Entries will be accepted up to a maximum of 4 products per company, subject to the maximum availability of the exhibition space, and considering the registration date.
3. A minimum of 3 high-resolution photographs (maximum 24 MB and 300 dpi) of the product, the packaging (if applicable) and both the product and the packaging must be submitted with the application.



Article 6 – Reference Dates

1. Application Deadlines

Submission of the complete file consisting of a form for each product, up to a limit of 4 including the photo(s): January 17, 2025.

2. Jury Decision Date

The jury consisting of specialists in the sector and members of the LFA2025 Strategic Council will evaluate the applications up to **January 31st**

3. **Date for Delivery of Approved Products** * The products will be delivered to the exhibition premises on **February 9th, 2025**.

4. Date of Winners Announcement

The winners will be announced at a specific ceremony on **February 10th**

* Failure to meet these dates will be ground for immediate exclusion.

Article 7 – Participation Advantages

The jury will assess the proposals in order to award the following distinguishing features:

i) Digital Seal

A distinctive LFA INNOVATION 2025 stamp will be made available in digital format to all participating companies. This seal can be used by the company as a guarantee of the innovation of its product and can be applied to all promotional media: packaging, web, catalogs, etc...

ii) Identification Element on the Stand

The organizers will provide exhibiting companies with an LFA INNOVATION 2025 badge to identify their stand as a company participating in the LFA INNOVATION 2025 Space. In so doing, professional visitors will be able to easily identify the companies with New



Products, generating visitor flows between the space and the stands of the participating companies and vice versa.

iii) Exhibition in a place dedicated to Innovation

This exhibition space will be set up in a prime location at the fair and the products of all the competing companies will be on display to draw visitors and provide detailed information about the products, their innovative features and the companies that own them

iv) LFA INNOVATION 2025 Award Attribution

Awards will be given to the product(s) that reveal truly differentiating characteristics as an innovative product, giving them a physical trophy with the distinctive LFA INNOVATION 2025 seal.

This award will be published in the sector's magazines, with which the Organization has an established agreement.

This distinction may not be awarded if none of the products meets the consensus of the jury members in terms of presenting truly differentiating characteristics.

Article 8- LFA INNOVATION 2025 AWARD

1. The LFA INNOVATION 2025 prize will be awarded in the following categories
 1. Food & Beverage
 - i. Award
 - ii. Honorable Mention
 2. Horeca Channel
 - i. Award
 - ii. Honorable Mention
 3. Technology
 - i. Award
 - ii. Honorable Mention



2. The jury will classify each product in accordance with the following criteria and sub criteria:

a) Criteria (base elements)

The jury will classify each product in accordance with the following criteria, on a scale of 1 to 10,

- i) **Product** innovation in relation to products of the same type already on the market
- ii) Innovation in the **Manufacturing Process** compared to products of the same type already on the market
- iii) Innovation in **Presentation**, in relation to products of the same type already on the market
- iv) Innovation in **Design and/or Packaging**, in relation to products of the same type already on the market

b) Sub criteria (supplementary elements)

The jury will classify each product in accordance with the following criteria, adding an extra point whenever the product:

- i) Incorporates innovative **Sustainability** factors, in relation to products of the same type already on the market, which contribute to the green transition of the economy, in any of the criteria indicated in a).
- ii) Considers integrating **Technological Innovation/Digitization in the sector**, such as AI or blockchain, into the production process or tracking the food chain.
- iii) Promotes the **use of local raw materials** or promotes the **Mediterranean diet** as an element of major cultural and health value in Portugal.



The highest classification will be awarded to the product that best meets the criteria established in these regulations in each Category, which will be awarded the first Prize, with the next highest being awarded the Honorable Mention.

3. If two or more products receive the same rating, a new rating will be given after the jury has debated the projects.
4. There is no appeal against the jury's decision.

Article 9 - LFA INNOVATION 2025 Area

1. Once the innovative product status has been accepted, they must be delivered to be exhibited in the **LFA INNOVATION 2025** area on the date indicated in Article 6(3), so that they can be admired by professional visitors to LFA2025.
2. Perishable or frozen products should not be delivered. They will only be displayed using packaging, with a simulated product, if the company has prepared and delivered it in this way.
3. All products must be delivered directly to FIL - Feira Internacional de Lisboa, on the last day of fair assembly, the day prior to the opening of the fair. An email will be sent out by February 4th with instructions and procedures. The products must arrive properly packaged, identified with the name of the exhibiting company and the designation of the product, one by one.
4. Delivered products may be picked up on the last day of LFA2025, near the exhibition area. If they are not collected, the products will be kept for a maximum of 5 working days and cannot be claimed afterwards.
5. Requested Forms and information that are not fully completed or with omissions will be published in this manner, therefore it is in the interest of the exhibiting companies to properly complete them.



6. If you also wish the information to be published in English, you must fill out the same form in that language. Please note that this information will be the basis for future business contacts.
7. The Organization is not responsible for the omissions nor errors in filling out the forms.
8. The Organization may refuse registration if the products do not comply with these Regulations. Companies whose products are eliminated or restricted based on the number of products and the available space, will be contacted.

Article 10- Final Provisions

1. Should any doubt be raised about these regulations, LFA2025 will give its final opinion, which will be binding.
2. The Organization guarantees the confidentiality of the entire process, as well as the anonymity of contestants who are not selected.