

INFORMATION ON EUNICE SANTANDER FINE FOOD CHALLENGE 2026

About SANTANDER FINE FOOD

SANTANDER FINE FOOD (SFF) is an export consortium based in Santander (Spain), comprising exclusively Spanish companies specialising in the production of premium foodstuffs.

Excellence, authenticity, quality and artisanal craftsmanship are the cornerstones that define both its products and the companies that make up the consortium. Throughout their history, these companies have successfully incorporated innovation and adapted to new market demands, whilst always maintaining the utmost rigour in the selection of raw materials, production processes and the preservation of the gastronomic tradition that sets them apart.

SFF facilitates access for international customers to a wide selection of Spanish gourmet products through a management model that offers significant advantages:

- A single point of contact for access to a broad product portfolio.
- Direct producer prices.
- Centralised management of orders, invoicing and export documentation.
- Optimisation of international logistics and distribution processes.
- Adaptation of products to the regulatory and health requirements of destination markets.

The consortium operates as a micro-SME, incorporated as a limited company and managed by a small team of two people.

Currently, the agri-food sector is facing growing demand for transparency, sustainability and traceability from consumers, distributors and regulatory bodies. At the same time, artificial intelligence is revolutionising the way organisations identify business opportunities, manage supply chains, optimise processes and generate value for international customers.

Against this backdrop, SANTANDER FINE FOOD seeks to explore how artificial intelligence can become a strategic tool to strengthen its global positioning and make a tangible contribution to the Sustainable Development Goals (SDGs).



The reality of SMEs in Cantabria

Cantabria has a business sector comprising mainly small and medium-sized enterprises, many of which are linked to traditional sectors such as the agri-food industry, the processing of local produce and specialised exports. These businesses stand out for their ability to offer high-quality products with strong regional roots, but they often face challenges relating to the limited availability of financial, technological and human resources to undertake digital transformation and internationalisation processes.

In this context, the adoption of artificial intelligence-based technologies presents an opportunity to improve productivity, access new markets, optimise commercial and logistical processes, and meet the growing demands for sustainability, traceability and transparency in international markets.

However, for these solutions to be truly effective, they must be designed with the realities of micro-enterprises and SMEs in mind: tight budgets, small teams, the need for tangible results in the short term, and limited capacity to manage complex technological projects.

This challenge therefore calls for the development of innovative proposals that are not only technologically advanced but also realistic, scalable and transferable to the Cantabrian business sector, thereby helping to strengthen the region's competitiveness in an increasingly demanding global environment.

CHALLENGE

To design an innovative proposal based on artificial intelligence that enables SANTANDER FINE FOOD to generate sustainable competitive advantages in international markets.

Your solution and your pitch presentation should:

- Improve the consortium's competitiveness and international growth.
- Generate a measurable and verifiable impact on at least three Sustainable Development Goals (SDGs).
- Be technically, economically and organisationally viable for a micro-SME or a consortium of small and medium-sized enterprises.
- Add value to both partner companies and customers, distributors and other stakeholders.
- Incorporate indicators that enable the evaluation of the results achieved and their contribution to sustainability.

Key questions:

How can artificial intelligence boost the international competitiveness and sustainability of a premium food export consortium? Concrete: What artificial intelligence-based solution can help SANTANDER FINE FOOD become an international benchmark for innovation, sustainability and excellence in the export of premium food products?

