

Health and plant-based ingredients take centre stage

Fi Global CONNECT: Informa Markets set to welcome more than 4,000 participants and 65 exhibitors to each of its two upcoming online events

Amsterdam / Netherlands, May 2021: Informa Markets' new online event series, Fi Global CONNECT, recently celebrated a successful debut with "Regions in the Spotlight". In June, the next online event, "Health Ingredients in the Spotlight", will go live. "Plant-based Ingredients in the Spotlight" will then conclude the series in September. Both events will take a closer look at formerly niche areas now becoming part of the mainstream market, with topics driven by the market.

Health Ingredients in the Spotlight – 14-18 June

Demand for health ingredients has continued to soar in the wake of the pandemic (1) as has demand for functional ingredients and food supplements (2). With a combination of innovative exhibitors such as DDW The Color House, Paradise Fruits, Aquamin, Roquette and Vaneeghen, along with extensive networking opportunities and an agenda featuring live and on-demand content sessions, "Health Ingredients in the Spotlight" brings manufacturers and suppliers together around one online table. At the heart of the online event are trend topics such as gut health, immune defence and healthy ageing, as well as mental and emotional well-being.

Plant-based Ingredients in the Spotlight – 13-17 September

"Plant-based Ingredients in the Spotlight" brings together suppliers of plant-based solutions such as Barentz, Fazer, MartinoRossi and Meurens Natural with potential customers and partners during the five-day online event. Thanks to the highly targeted topic, participants can look forward to connecting with relevant contacts. Featured products include botanicals, cheese substitutes and other dairy alternatives, plant-based meat, fermented ingredients, pea proteins and clean label solutions.

Products of plant origin are becoming increasingly popular, largely as a result of growing interest in flexitarianism. In Europe, the segment for plant-based alternatives is expected to be worth 7.5 billion euros by 2025, compared to 4.4 billion in 2019 (3). Besides abstaining from animal products for ethical reasons, consumers are also drawn to the health benefits of meat-free foods. A survey by FMCG Gurus showed that many people want to adopt a healthier diet due to COVID-19, and are therefore increasingly turning to meat alternatives, for example (4).

Sinem Zeybek, Brand Manager Fi Global CONNECT, says: "We are happy and grateful that 'Regions in the Spotlight', our first edition of Fi Global CONNECT in April, was so well received: Ninety-six exhibitors from all over the world presenting almost 400 products is amazing! It proves that we really hit the right note with this format. In times of travel restrictions, it is more important than ever to have easy-to-access and carefully designed opportunities for exchange, business and inspiration."



Visitors can register for Fi Global CONNECT free of charge via the websites

- Health Ingredients in the Spotlight <https://www.figlobal.com/connect/health-ingredients/en/home.html>
- Plant Based Ingredients in the Spotlight <https://www.figlobal.com/connect/plant-based/en/home.html>

Businesses wishing to showcase their offerings should contact Alex Heuff, Head of Sales, at alex.heuff@informa.com.

References:

- (1) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7492082/>
- (2) <https://insights.figlobal.com/health-wellness/how-covid-19-shifting-demand-health-ingredients>
- (3) <https://think.ing.com/articles/plant-based-meat-and-dairy-to-become-7.5-billion-market-in-europe-by-2025>
- (4) <https://fmcggurus.com/blog/fmcg-gurus-the-growth-of-meat-substitutes-2021/>

About Fi Global

Food ingredients Global was launched in Utrecht, The Netherlands, in 1986. Its portfolio of live events, extensive data, digital solutions and high-level conferences is now established throughout the world and provides regional and global platforms for all stakeholders in the food ingredients industry. Over 500,000 people have attended our shows over the years, with billions of Euros worth of business created as a result. With more than 30 years of excellence, the events, digital solutions and supporting products deliver a proven route to market, with a truly global audience. Since 2018, Food ingredients Global has been part of the Informa Markets portfolio. For more information, please visit: www.figlobal.com.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio of more than 400 international B2B events and brands spans markets including Healthcare & Pharmaceuticals to Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, amongst others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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