

## **Fi Global CONNECT: sharing ingredient innovation and expertise virtually from around the world**

**New event series launches April 12, 2021 – Fi Global CONNECT - Regions in the Spotlight brings together market expertise, a diverse range of f&b ingredients and solutions and content from ten different events of the Fi Global portfolio.**

**Amsterdam / The Netherlands, February 2021: With its virtual event series Fi Global CONNECT, show organizer Informa Markets unites together international experts from across the ingredients industry. The “Regions in the Spotlight” event kicks off in April and will be followed by two more themed events in June and September, focused on health ingredients and plant-based ingredients. Fi Global CONNECT offers exhibitors and participants the chance to showcase their products, make new contacts, learn about trends and innovations, and broaden their market knowledge.**

From 12-23 April, companies from all over the world will present their ingredients, technologies and services to an international audience. An extensive agenda of live and on-demand sessions promises cutting-edge insights into regional markets, along with their specific trends and regulatory particularities.

FMCG Gurus will be joining as the Key Content Partner, providing market insights on various regions. Other expert speakers from organisations such as Rabobank, EAS Strategies and The Good Food Institute India will share information on the different markets and their regulatory landscapes.

Key to the event is a collaboration between the regional teams of Fi Europe, Fi North America, Fi South America, Fi Africa, Fi India, Hi Korea, Hi Japan, Hi & Fi Asia-China, Fi Asia and Fi Vietnam trade shows.

Thanks to intuitive chat and video meeting functions, exhibitors and attendees can make the most of extensive networking opportunities, with up to 10,000 attendees from across the F&B industry expected to attend “Regions in the Spotlight”.

Sinem Zeybek, Fi Global Brand Manager, comments, "The food industry is thoroughly globalized, not only in supply chains and raw material sourcing, but also when it comes to the exchange of ideas when meeting face-to-face. But sadly, the year 2020 put a stop to networking in person. That's why I'm even more pleased that we have launched Fi Global CONNECT, a series of events where such vital and international exchanges can succeed virtually. Our experienced teams from all over the world will ensure that exhibitors and participants alike can benefit from this opportunity in the best possible way."

### **Future spotlights on functional and plant-based ingredients**

From 14 to 18 June, a dedicated online event will focus on the growing global market for ingredients with added health benefits. “Health Ingredients in the Spotlight” will highlight functional foods and dietary supplements, including ingredients for immune and intestinal health, and active and performance nutrition. There will also

be solutions for making products healthier – from ‘Free From’ and salt and sugar reduction, to transparency and sustainability.

Similarly, "Plant Based Ingredients in the Spotlight" (13 to 17 September) will offer manufacturers of plant-based ingredients an international platform and extensive programme of lectures and expert panels. Exhibitors can showcase their ingredients and innovations, such as proteins, carbs and fats. Furthermore, solutions to optimize the taste, texture and nutritional value of plant-based foods will also be presented.

Kinga Wojcicka-Swidarska, who is a Senior Content Producer at Informa Markets, and responsible for the content programme for the new event series, says: "We have a great line-up of market experts across the three events, making the series not only a great business and networking opportunity, but a platform for targeted insights into key developments in the food ingredients market and new product developments."

### **Register now**

Attendees can register for Fi Global CONNECT free of charge at <https://www.figlobal.com/connect/regions/en/home>. Companies wishing to present themselves at one or more events should contact Alex Heuff, Head of Sales at [alex.heuff@informa.com](mailto:alex.heuff@informa.com).

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### **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](http://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](http://www.informamarkets.com).

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