



Food ingredients
Europe

3-5 December 2019

Paris, France

Justification Toolkit



Everything
you and your
manager need
to know about
Fi Europe & Ni



Make a case. Get to Fi Europe & Ni 2019.

Fi Europe & Ni is Europe's leading health and natural ingredients event, showcasing ingredients and solutions for food and drink formulation/reformulation, dietary supplements, nutraceuticals, organics, packaging and processing and more.

Welcoming over 27,000 visitors and 1,700 exhibitors from across the food industry supply chain, Fi Europe & Ni offers exclusive industry insights and business opportunities in the thriving ingredients market.

Here are just a few reasons that thousands of industry professionals around the world choose to attend Europe's most comprehensive food ingredients event of the year.



TOP REASONS TO ATTEND FI EUROPE & NI:

- ✓ **Meet the most important suppliers and buyers and strengthen key partnerships**
Nothing compares to face-to-face networking - With more than 27,000 of Europe's most influential industry players in one place, over 78% of whom have purchasing power, there's big business to be made.
- ✓ **Gain priceless industry knowledge**
Become an industry expert in just three days – Make the most of our free conference presentations, exhibitor seminars, new product zone displays, expert innovation tours, and much more.
- ✓ **Source innovations from +1,700 exhibitors**
More than 1,700 local and international brands will be exhibiting innovative solutions across our easy-to-navigate show floor.

This kit includes materials which you can tailor to meet your needs to help you request approval to attend Fi Europe & Ni and demonstrate your ROI upon your return.

THIS JUSTIFICATION KIT CONTAINS:

- ✓ **Letter template**
- ✓ **Exhibitor overview**
- ✓ **Fi Europe & Ni 2019 Conference Program**
- ✓ **Who attends**
- ✓ **Expense worksheet**

We look forward to welcoming you and your team onsite from the 3-5 December in Paris!

Kind regards,
The Fi Global Team

JUSTIFICATION LETTER TEMPLATE

Dear [Name],

I hope this finds you well. As you may know, Fi Europe & Ni 2019 is approaching and I would greatly appreciate your approval to attend this upcoming event in Paris, France. Fi Europe & Ni is Europe's leading health ingredients event, welcoming over 27,000 visitors, and 1,700 exhibitors from across the food industry supply chain. Purchasing a [TYPE OF PASS] grants me access to high-profile networking opportunities, learning sessions, and key note presentations.

This pass would give me access to relevant presentations and seminars addressing some of the key issues and projects we're currently working on. These include:

✓ [PRESENTATION TITLE: SPEAKER]

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Many of the exhibitors at Fi Europe & Ni will be showcasing products and solutions that will help with our own projects, such as [LIST OF PROJECTS & EXHIBITORS]. Fi Europe & Ni also provides a business matchmaking tool, meaning that once I'm registered I'll be able to arrange valuable face-to-face meetings with these exhibitors.

I am seeking approval for the cost of a conference pass and travel expenditures. The total cost will be [Currency Symbol: Value]. Here is a complete breakdown of the cost of attendance:

- Ticket price: [value]
- Airfare: [value]
- Transportation: [value]
- Hotel: [value]
- Meals: [value]

Having done my research, I've found Fi Europe & Ni to be an industry-leading event that meets [Company Name]'s business needs perfectly. They've been organising successful events worldwide for over 30 years and Fi Europe & Ni is their global flagship event for food and natural ingredients.

Thank you in advance and I appreciate your consideration. I feel confident that you'll agree it would be a wise investment and our best chance all year to gain insight into advanced research, emerging technologies, and strategic innovations to enhance our organisation – all the while building valuable connections with leaders in the food ingredients community.

[Your standard close]

EXHIBITOR OVERVIEW

As the largest food and beverage ingredients hub in the region, at Fi Europe & Ni you'll be able to source new ingredients and innovative industry solutions from across the entire food ingredients supply chain. Find ingredients and solutions in bakery, beverages, dairy, meat products, flavouring, functional food and supplements, as well as processing, packaging, contract and consultancy services, and much more.

Over 1,700 exhibitors will be showcasing their innovations onsite, including top brands such as **Ingredion**, **Cargill**, **ADM**, **Friesland Campina**, **Kerry**, and many more.



FI EUROPE & NI CONFERENCE PROGRAM

www.figlobal.com/fieurope/conferences

Three days of thought leadership

Fi Europe & Ni conferences offer an excellent opportunity to find out what leading food and beverage industry experts are thinking and what they're working on. We will be presenting two conferences at Fi Europe & Ni 2019, covering three full days of knowledge sharing and networking opportunities:

- **The Future of Nutrition Summit**
- **The Fi Conference**

FUTURE OF NUTRITION SUMMIT

2 December 2019

The fourth edition of the 1-day Future of Nutrition Summit will offer a glimpse into the future developments and technologies likely to change the face of the food and beverage industry within the next five years. Independent futurist thinkers, disruptive start-ups and pioneers from across the food industry and beyond will share their insights into how the food and nutrition landscape might change in the near future. Besides leading-edge content, there is ample opportunity for peer-to-peer networking.

The Future of Nutrition Summit will take place a day before the Fi Europe exhibition on 2 December 2019, in Paris, France. The venue will be announced shortly.

Attendees: C-level experts from diverse disciplines and industries, including food science, R&D, innovation, sustainability, marketing and brand management, retail, nutrition and public health as well as start-ups/ scale-ups and investors.

FI CONFERENCE

3 - 4 December 2019

The two-day Fi Conference will offer a programme focussed on tackling current challenges and identifying immediate opportunities for professionals in the food and beverage industry.

Through a mix of keynote presentations, panel discussions and master classes the conference will provide in-depth insights into current trends and challenges affecting the industry and examples of applications of the latest research, as well as deep dives into the key issues affecting the current and future growth of a specific food and beverage category.

The Fi Conference will take place during the Fi Europe exhibition, from 3-5 December 2019, at the Villepinte Parc des Expositions, Paris, France.

Attendees: New Product Development; Research & Development; Scientific Affairs; Manufacturing Technology; Innovation; Product Marketing; Product Management; Nutrition.

WHO WILL YOU MEET AT FI EUROPE & NI?

Fi Europe & Ni is the only event that unites the complete food and beverage supply chain, making it easier for you to find the right partner whatever your stage of development.

Here's a sample list of who attended in 2018:



78%

of visitors had purchasing authority



29%

of visitors are C-suites level



29%

of companies with a budget over €500k



16%

Research & Development



136

countries represented

THE PASS TO SUIT YOUR BUSINESS NEEDS

We offer a variety of registration options, so you can select the pass that best suits your business needs. Whether you're looking to meet new suppliers, get ahead of industry trends, network with your peers, or all of the above, Fi Europe & Ni has the pass for you.

For all prices visit:

www.figlobal.com/fieurope/prices-packages

EXPENSE WORKSHEET

Fill out this expenses worksheet to estimate the cost of attending Fi Europe & Ni 2019.

Item	Expense
Badge Cost	\$ ---
Flight + Luggage	\$ ---
Parking	\$ ---
Mileage	\$ ---
Hotel	\$ ---
Taxi	\$ ---
F&B	\$ ---
Total	\$ ---



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