**Fi Europe & Ni 2017 announces record number of exhibitors**

**Returning to Frankfurt: The world’s leading food and beverage ingredients show will be bigger than ever when it opens its doors on 28 November. With its new “Expo FoodTec Content Hub”, amongst other highlights, the event will attract more visitors than ever before.**

**June 2017, Amsterdam/Netherlands – Fi Europe & Ni 2017 is the must attend event on the calendar of virtually everybody who works in the food, beverage and ingredients industry. This year, it will be the biggest show to date: With a record number of exhibitors, a 4-day conference programme focused on thought leadership and new sections and initiatives, organiser UBM EMEA expects the event to attract more visitors than ever before, and is ensuring they are senior professionals with considerable purchasing power.**

Messe Frankfurt, 28-30 November 2017: Four halls spanning 65,000 square metres of exhibition space will give more than 1,500 suppliers a stage from which to showcase every conceivable food and beverage ingredient sourced from all over the world, including a vast range of functional and organic raw ingredients. Traditionally, suppliers use the global industry’s leading event to introduce their innovations to the market. Exhibitors and visitors will also benefit from the new **Expo FoodTec Content Hub** in the **Expo FoodTec** pavilion**,** uniquely focused on ingredient processing and packaging solutions for the Food & Beverage industry. The **Expo FoodTec Content Hub** is the hotspot where speaker sessions, presentations and videos from leading experts and associations will offer priceless insights into new developments in F&B processing and ingredients packaging.

**Innovation on display**

Across the event, visitors will be able to explore state-of-the-art innovations as well as current food and beverage trends and developments. The **Industry Insights Theatre** will focus on current major consumer trends influencing the global food and beverage market. **Supplier Solutions Sessions** will see top-level suppliers showcase their latest ingredients innovations, while the **Start-up Innovation Challenge** will create a platform for cutting-edge innovations from the industry’s most exciting start-up companies. The **New Product Zone**, organised in cooperation with Innova Market Insights, will return once again to Fi Europe. And finally, the **Fi Innovation Awards** will introduce a number of new categories to celebrate innovation in the industry.

“Visitors to this event expect excellence and innovation,” says **Brand Director Richard Joyce**. “And to make sure they do not miss the most exciting news this year, we have organised special **Innovation Tours** with industry experts from **Nutrimarketing**, as well as self-guided tours.”

**4 days of thought leadership**

Fi Europe conferences offer an excellent opportunity to find out what leading food & beverage industry experts are thinking, working on and interested in. For 2017, UBM EMEA has announced a programme covering four full days of knowledge sharing and networking opportunities. One day before the show, on Monday 27 November, the **Fi Future of Nutrition Summit** will bring together independent food pioneers to explore cutting-edge innovations in nutrition. From Tuesday 28 November to Thursday 30 November, the **Fi Conference** will offer   
in-depth insights into the issues shaping the food and beverage landscape through a mix of keynote presentations, panel discussions and masterclasses. Topics covered will include: Clean label & Natural ingredients; Food safety & Regulatory compliance; Everything Protein; Health & Wellness; Life Stages; Category Innovation (Dairy, Bakery and Beverages); Reduction & Reformulation; and Sustainability.

**Women’s Networking Breakfast**

On Wednesday 29 November, the **Women’s Networking Breakfast** will bring together inspirational women from all areas of the food industry and beyond to share their insight, knowledge and experience on topics covering innovation, entrepreneurship and women’s excellence in the food & beverage industry.

**Messe Frankfurt – a perfect venue for an outstanding event**

Having last been held in Paris in 2015, the biennial event returns to Messe Frankfurt, Germany, for 2017. With its international airport and central location, Frankfurt is a central hub for visitors from all over the world. “Germany is the largest food and beverage retail market in Europe,” continues **Richard Joyce**, “and Frankfurt is the perfect venue for this truly impressive event: We are expecting around 25,000 visitors from more than 125 countries worldwide.”

Flagship exhibitors will include global powerhouses such as **ADM**, **BENEO**, **Brenntag**, **Cargill**, **DSM, FrieslandCampina, Gelita, Kerry, Naturex, Roquette** and **Symrise**, as well as leading European food and beverage manufacturers such as **Barry Callebaut** and **Lactalis**. Visitors can also look forward to exploring niche suppliers with an immense number of exciting ingredients. Fi Europe & Ni is FREE to attend when pre-registering online before the show. Early bird prices for the conference start at €450 for a One Day Pass and €900 for a Full Access Pass for the complete Four-day programme.

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**About Fi Europe & Ni**

For more than 30 years Fi Europe & Ni (Natural ingredients) has been the world’s leading food and beverage ingredients sourcing platform. Its unique influence is underlined by the fact that more than 25 per cent of all annual food and beverage manufacturer ingredient procurement budgets are influenced by a visit to the show. The biennial event alternates with Hi Europe (Health ingredients Europe).

**About UBM**

Fi Europe & Ni is organised by UBM plc. UBM is the largest pure-play B2B events organiser in the world. 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed.  Please visit [www.ubm.com](http://www.ubm.com) for the latest news and information about UBM.

**About Food ingredients Global – the trusted route to market since 1986**

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, our events, digital solutions and supporting products deliver a proven route to market, with a truly global audience. For more information about the Food ingredients portfolio, please visit: [www.figlobal.com](http://www.figlobal.com).

**More information:**

For more information, images and logos, please visit <http://www.figlobal.com/fieurope/about/press>

**Press contact: Company contact:**

**akp public relations UBM EMEA**

**Katrin Wagner Leah Barsema**[**wagner@akp-pr.de**](mailto:wagner@akp-pr.de) **Global Marketing Manager**

[**leah.barsema@ubm.com**](mailto:mark.reindetsen@ubm.com)

**Valeska Kirchner**

[**kirchner@akp-pr.de**](mailto:kirchner@akp-pr.de)

**Phone: 0049 6201 1889810 Phone: 0031 20 708 1629**

**Tannenstr. 1a De Entree 73 Alpha Tower**

**69469 Weinheim 1100 AS Amsterdam Z.O.**

**Germany The Netherlands**