

Where the food and beverage world tastes success: Fi Europe & Ni returns to Paris

3-5 December 2019: Now in its 33rd year, Europe's leading trade show for ingredients guarantees inspirational ideas and exciting business opportunities

Paris/Amsterdam, 21 May 2019: This year, Food ingredients Europe & Natural ingredients will once again be the food industry's epicentre over the course of three days. The Parc des Expositions Paris Nord Villepinte will become the number 1 platform where leading ingredient manufacturers establish numerous high-quality business connections. Trade visitors can expect a broad spectrum of products, concepts and innovations from established companies and promising newcomers. Since its launch in 1986, Fi Europe & Ni has become the leading food and beverage event for the industry, attracting more than half a million visitors in total. As of 2020, Fi Europe and Hi Europe will join forces to create the most comprehensive food ingredients trade show covering specialty food ingredients from sensory to functional.

Across an exhibition area of more than 80,000 m², experts from all sectors – including product developers and decision-makers from the food and beverage industry, as well as representatives of major brand companies – will do business face-to-face with top buyers and specialists from across the F&B supply chain. Key topics of this year's event are 'Clean label', 'Reduction & reformulation', 'Healthy and functional' and 'Plant-derived ingredients'. Trade fair organiser Informa Markets is currently expecting more than 27,000 visitors and over 1,700 exhibitors from 135-plus nations, including world-leading companies such as Kerry, Cargill, Naturex, DSM, Barry Callebaut and FrieslandCampina.

More than an exhibition: Insights from international experts

Since its launch, Fi Europe & Ni has not only experienced enormous growth in visitor and exhibitor numbers, but also a significant expansion of its concept - from a classic trade show to a tailor-made education pool for global professionals. This year, the show will feature free-to-attend presentations on industry trends and key market insights, a programme on food processing quality and safety in collaboration with IUFoST, as well as a special **Plant-based Experience** with ProVeg International featuring cooking shows, tastings, panel discussions and guided tours. The paid-to-attend conference programme will offer leading-edge expert insights into current and future opportunities for F&B professionals. Keynote presentations, panel discussions and master classes at the two-day **Fi Conference** (3/4 December) will focus on tackling current challenges and identifying immediate opportunities for professionals in the F&B industry. At the pre-event **Future of Nutrition Summit** (2 December) independent futurist thinkers, startups and pioneers from across and beyond the industry will share their insights. The **Women's Networking Breakfast** (4 December) and the **Food Evolution Breakfast** (5 December) are also ideal opportunities to participate in key discussions and network with peers. Once again, the **Fi Innovation Awards** will celebrate companies and organisations breaking new

ground in the food and beverage industry, while the Startup Innovation Challenge will provide a showcase for the most exciting innovations coming from small startups, which remain largely unknown to the wider industry.

Guiding the industry for 33 years

Over the last three decades, Fi Europe & Ni has established itself as a 360° event and comprehensive platform for the food industry. Numerous **country and theme pavilions** from 'Free from' to 'Natural ingredients' and from China to USA will help guide visitors sourcing specific specialty ingredients. At the **Expo FoodTec Pavilion** they will also be able to source bespoke ingredient processing and packaging solutions and services. At the new **Tasting Bar**, visitors will have the opportunity to taste and learn more about exhibitors' products all in one central location.

Avebe was one of the first exhibitors since the launch of the show. Marieke Kanon, Communication Manager, says: "We are actually one of the founding partners of Fi Europe & Ni and have exhibited since the very first one back in 1986. Fi Global shows are a really great way to increase our presence around the world, and to promote our expanding products and reach."

Fi Europe & Ni Brand Director Julien Bonvallet adds: "Besides Avebe, many other companies have been on board from the beginning. Some of them started as young and small companies at Fi Europe & Ni - and then grew simultaneously with the show. For me, these continued partnerships prove that we set high standards with our exhibition and are always at the cutting edge. This year we are back in Paris – and the future co-located set-up of Fi and Hi Europe will alternate between France and Germany covering the two most important markets for the European food and beverage industry."

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 about, please visit: www.figlobal.com.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food &



Beverage, and Health & Nutrition, among 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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