

Europe's most comprehensive platform for natural solutions and organic ingredients now bigger than ever

Fi Europe & Ni's Organic Pavilion significantly enlarged – natural ingredient suppliers on the rise

Paris/Amsterdam, 18 June 2019: This year's Food ingredients Europe & Natural ingredients, Europe's leading trade show for food and beverage ingredients, will reflect the "green" consumer trend even stronger than before. As more and more companies focus on natural ingredients and organic provenance, exhibition organiser Informa Markets has more than doubled the size of the event's Organic Pavilion. In addition, the natural ingredients zone has grown by more than 50 percent. Fi Europe & Ni 2019 will take place from 3 to 5 December in Paris.

Currently, around 100 companies from all over the world have secured their spot for Fi Europe & Ni natural ingredients zone – including the agar specialist Setexam (Morocco), natural vanilla expert Eurovanille (France), the flavour house Enrico Giotti (Italy) and plant ingredients manufacturer Peruvian Nature (Peru). Trade visitors looking for natural alternatives will find what they are looking for both in this specialised area - and beyond.

The Organic Pavilion, with over 50 exhibitors already confirmed such as oleoresins and extracts producer Jean Gazignaire (France), import/export trader DO-IT (Netherlands) and natural fibre specialist Interfiber (Poland), offers an excellent overview of the immense diversity of organic quality alternatives that now exist.

In addition, Fi Europe & Ni will provide an extensive range of information and education opportunities on a variety of natural and organic topics. For instance, within the free-to-access Organic Spotlight trade visitors can gain insights into the latest trends in the organic sector, as well as regulatory issues and market analyses. The "Plant-based Experience" will focus on plant alternatives in particular: together with NGO ProVeg International, an extensive programme featuring live cooking events, lectures and innovation tours has been created. Meanwhile, the Fi Conference will focus on innovative concepts for clean labels, amongst other key areas.

The "green consumer" as an engine for the market

In 2019, the "green consumer" has already influenced two categories of Innova Market Insights' top ten trends: while the "The Plant Kingdom" charts the increasing market for plant alternatives, "The Green Appeal" outlines current consumer demand for sustainability – stretching from responsible sourcing via upcycling ingredients and strategies against food waste to eco-friendly packaging solutions.

Although the claim "natural" has no exact definition – contrary to the term "organic" – all major analysts agree that there is growing market for natural alternatives.

Besides products that are free from artificial additives, colourants and flavours, and minimally processed foods and drinks, this also includes GMO-free solutions. According to the Mintel Global New Products Database, natural product claims appeared on 29% of global food and drink launches between September 2016 and September 2017.

Julien Bonvallet, Brand Director of Fi Europe & Ni comments: “When the first exhibitors ventured into the arena of natural alternatives – at that time primarily in the field of colours and flavours – we knew straightaway that this was a major trend and created dedicated specialised zones and content hubs to showcase the latest developments. In 2007, we officially added an integrated natural ingredients exhibition to our show: since then, Fi Europe has added the Ni to its name. Now, we can justifiably say that for almost any challenge they face, visitors to Paris will be able to choose between a standard and a natural solution.”

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 that allow 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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