



**Food ingredients
Europe**

3-5 December 2019

Paris-Nord Villepinte
Parc des Expositions
Paris, France



**Natural
ingredients**



**Expo
FoodTec**



Avebe

Exhibitor of Fi Europe & Ni
since 1986



Interview with Marieke Kanon

Communication Manager at Avebe



Who are Avebe?

Avebe is a cooperative of starch-potato growers with German and Dutch members. Our raw product is potatoes, and we extract everything possible from it to make products for the food, animal nutrition and industrial markets.

Originally Avebe began by extracting starch from potatoes, but over the years we have expanded to extract protein and fibres too. While we operate in the industrial market and produce products for the animal nutrition market such as feed, our main focus is food.

We have production facilities in the Netherlands, Sweden and Germany, with our HQ based in the Netherlands. We are one of the main players in the potato industry and as our customers and reach are international, we have sales offices in the US, Dubai and Singapore. Our team continues to grow and we have over 1350 employees all over the world. 2019 will be a big year for us as we celebrate 100 years of business!

How long have you exhibited with us here in Europe and what other Fi Global shows do you exhibit at?

We are actually one of the founding partners of Fi Europe & Ni and have been exhibiting here since the first show in 1986. We come every year, and as we have expanded so much since the first show we also exhibit at several other shows annually including Fi Asia and Hi Europe & Ni.

Every year our sales and marketing teams sit down and look strategically at what markets we are targeting and which new products we want to promote; from there we decide what shows we should exhibit at. We feel that Fi Global shows are a really great way to increase our presence around the world and to promote our expanding products and reach.





What are your general objectives for exhibiting and do you achieve these goals?

Fi Europe & Ni is definitely a key meeting hub for new potential customers. At an event like this we are always looking to meet with our current clients, but of course we are always interested in meeting potential customers.

It is the largest ingredients event in the market, and as it takes place every two years it really cannot be missed.

At any food and beverage event our key target audience are finished product manufacturers. We have an established network of distributors around the world, so meeting with the manufacturers themselves is more important for us. We always use these events to highlight new products that we have launched in the last number of months, for example we are currently promoting our new texturized potato protein and our new dairy free innovations. Our sales team always arrange a lot of meetings onsite, which is great as it cuts down a lot on travel cost and time. Meetings at shows are obviously shorter, but it's good to have everyone in the one place.

As it is only the first day of the show today, we will have to wait until the end of the event to evaluate if we have reached our goals.

How do you promote your presence at the show and do you use any of our onsite marketing tools?

Before the show we reach out to all our current and potential customers so that we can set up meetings onsite.

We did a lot of promotion before and during the event on social media, making sure to use the hashtag #FiEurope.

We haven't proactively used the business matchmaking service ourselves, but we did respond to any requests that we received this way.

Onsite we have been involved in two of the guided innovation tours; "The Free From" and "Everything Protein" tours. These tours have been a great way for us to develop leads, and we found that following the tours people came back to the stand for more information and to set up meetings.

WHY EXHIBIT AT FI EUROPE & NI?



Be present at the only truly global food and beverage ingredients event in the industry



A key platform to meet with the largest local players in France, one of the top 5 F&B markets in Europe



Monitor your competitors: we have participants from every food ingredient segment, from start-up companies to global brands



Network with senior level manufacturing executives and C-suite professionals



Avebe is one of the founding partners of Fi Global and have been exhibiting at Fi Europe since the first show in 1986.

Are you curious about your opportunities at Fi Europe & Ni? Click **here** for a free consultation!

GET IN CONTACT WITH US

Contact our sales team to find out more about exhibiting at Fi Europe & Ni.

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Get in contact!

