

## **Successful start for Fi Europe CONNECT**

**Fi Europe CONNECT abuzz with innovation and high engagement.**

**Amsterdam/ The Netherlands, 26 November 2020: With a comprehensive content agenda covering daily topics such as "Regulatory", "Taste & Texture" and "Sustainability", and a large number of attendees, Fi Europe CONNECT kicked off this week. The virtual event has so far had more than 8,500 active participants – exceeding the expectations of organiser Informa Markets. More than 300 exhibitors are already showcasing their new products to attendees, who also have access to insightful live and on-demand content sessions until 4 December.**

Informa Markets, organiser of Fi Europe CONNECT reports 8,500 activated attendees on the platform so far - from CEOs to research and development managers and product developers. Thirty-three per cent of participants have a role in upper management (C-level), while 66 per cent are responsible for purchasing in their company.

The Fi Europe CONNECT platform is seeing intense activity. As of 25 November, more than 10,000 meeting requests were recorded and, so far, there have been more than 4,500 conversations on the platform. An impressive 8,800 new contacts were made in the first three days alone.

The Fi Global team is delighted by the event's success. Brand Director Julien Bonvallet said, "Our goal was to focus on an exchange of ideas, networking and lead generation with our virtual alternative. This is what makes the live event Fi Europe co-located with Hi Europe, too, a magnet for the entire ingredients industry year after year."

During the first days of the show, the daily panel discussions and exhibitor showcases were particularly well received. Martijn van Dijk, Group Head of Sales at Informa Markets: "We are very pleased to welcome new partners such as Invest in Denmark and the Japanese External Trade Association (JETRO). For the first time, a Japanese pavilion with twelve exhibitors is part of the fair. In total, more than 43 countries are represented at Fi Europe CONNECT. This proves that our virtual offering can definitely complement its big sister Fi Europe co-located with Hi Europe in terms of internationality."

Next week's programme includes the Startup Innovation Challenge pitches (1 – 3 December) and a presentation by LuAnn Williams on the Top Ten Trends from Innova Market Insights (1 & 2 December). Other on-demand offerings include must-see exhibitor showcases, an extensive virtual New Product Zone and a Media Zone featuring a range of trade publications.

\*\*\*\*\*

**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](http://www.figlobal.com).

**About Informa Markets**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio of more than 400 international B2B events and brands spans markets including Healthcare & Pharmaceuticals to Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, amongst 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](http://www.informamarkets.com).

\*\*\*\*\*

Pressekontakt:

**akp public relations**

Katrin Wagner

[katrin.wagner@akp-pr.de](mailto:katrin.wagner@akp-pr.de)  
0049 (0) 6201 18898 15

Birkenauer Talstrasse 9  
D-69469 Weinheim

**Fi Global**

Andreas Mavrommatis

Head of Brand Marketing

[andreas.mavrommatis@informa.com](mailto:andreas.mavrommatis@informa.com)  
0031 (0)20 708 1710

De Entree 73 Alpha Tower  
NL-1100 AS Amsterdam Z.O.