

## **Fi Europe co-located with Hi Europe will employ the highest hygiene and safety standards**

**Amsterdam/ The Netherlands, 7 July 2020. This year's Food ingredients Europe co-located with Health ingredients Europe will be organised in accordance with Informa's AllSecure health and safety standard, developed in response to COVID-19. As the world's leading events organiser, Informa Markets will employ enhanced measures to ensure the highest levels of hygiene and safety. Informa Markets is confident that the show will take place as planned from 1-3 December at Messe Frankfurt, Germany, with strong support from the Fi and Hi Europe communities.**

**AllSecure** is an industry-wide standard that has been developed in close cooperation with partners, such as the Global Association of the Exhibition Industry (UFI), venues, suppliers and relevant authorities for exhibition organisers to adopt and provide reassurance to attendees that events are being held in a safe and controlled environment. For Fi Europe co-located with Hi Europe, in particular, the Informa Markets team is in close contact and constant consultation with the City of Frankfurt, the State of Hesse and Messe Frankfurt.

Informa AllSecure is how the industry-wide standard will be adopted at Informa events and features some 35 detailed protocols, covering **Cleaning & Hygiene Countermeasures** (prior to stand build, again before event opening and during the duration of the event), **Physical Distancing** following the Crowd Density Standards as set by the State of Hesse, **Communication** across all channels and platforms, and **Protect and Detect** in collaboration with the local health authorities.

*"The health and safety of everyone involved at the event is our number one priority, and we wanted to communicate our plans as early as possible. We have been monitoring the situation closely, we are in daily communication with the senior management of Messe Frankfurt with whom we are closely observing the trade shows already taking place in Germany and learning from those. We are very grateful for the encouragement and support we have received from all partners and we are looking forward to welcoming you back to the event",* commented Natasha Berrow, Group Director Food at Informa Markets.

Full details of the prescriptive protocols, guidelines and initiatives for Fi Europe co-located with Hi Europe in Frankfurt will be announced over the next few months, and the organiser is continually exploring additional enhanced safety principles for contractors, staff and exhibitors.

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**About Informa AllSecure:**

Informa has collaborated with association partners including the Global Association of the Exhibition Industry (UFI), Association of Event Organisers (AEO) and Society of Independent Show Organizers (SISO), industry peers, venues, suppliers and relevant authorities to help develop industry-wide All Secure standards that raise the bar on safe, hygienic, productive and high-quality organised event experiences. Informa AllSecure is the adoption of these standards by our business.

All Informa events will be run in accordance with official government and local authority guidance in the first instance, as well as any venue or location-specific regulations. In addition, all Informa events will follow [the ten Informa AllSecure priority commitments](#). Wherever applicable and possible, our events will also apply the fuller range of standards and guidelines described in the [Informa AllSecure guidebook](#).

**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).

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For more information, please reach out to

**akp public relations**

Ms Katrin Wagner

[katrin.wagner@akp-pr.de](mailto:katrin.wagner@akp-pr.de)

0049 (0) 6201 18898 15

Birkenauer Talstrasse 9

69469 Weinheim

Germany

**Fi Global**

Ms Leah Barsena

Head of Brand Marketing

[leah.barsema@informa.com](mailto:leah.barsema@informa.com)

0031 (0)20 708 1629

De Entree 73 Alpha Tower

1100 AS Amsterdam Z.O.

The Netherlands