

Fi Europe CONNECT 2020- Connecting the Fi Europe & Hi Europe Community Online

Amsterdam, 21 September 2020: Fi Europe co-located with Hi Europe has announced they are postponing the live event to 2021 and are transitioning to virtual for their 2020 event. Over recent weeks and months, the Fi Europe team has been in discussions with key industry stakeholders and partners to stay abreast of the challenges facing the F&B industry due to COVID-19. While the event was set to take place this December with Informa's AllSecure guidelines incorporating the highest standards of hygiene and cleanliness, the decision to postpone the live event and transition to virtual was taken as a result of the global nature of the event.

Fi Europe co-located with Hi Europe is a truly international event which brings together key industry players from all over the world. Given international travel is only returning gradually, stakeholders and partners felt it was difficult to ensure the same level of participation typically expected at the live event, and thus the Fi Europe team made the difficult decision to transition to a virtual format in 2020, with the expectation that they will return to a best-in-class physical event in 2021.

For 2020, the Fi Europe team are transforming Europe's largest F&B exhibition into a unique digital experience and expo. **Fi Europe CONNECT 2020** is a virtual event designed to give the F&B community access to the global F&B ingredients industry, tools and collaboration opportunities they require to meet their business objectives.

Attracting over 8,000 attendees at their virtual event which will shape the future of the F&B industry, giving the community the chance to stay up to date with trends through 100+ on-demand and 16+ expert sessions and to use Fi Europe's data-driven matchmaking service to find the most relevant buyers for customers' products and solutions.

Julien Bonvallet, Brand Director for Fi Europe adds: *"The year 2020 has changed the world and the food industry: issues such as food safety and secure supply chains, along with the health aspects of nutrition, have become even more important. At our virtual experience, experts from all segments exchange views on these highly relevant topics and buyers and suppliers can connect with their peers in the F&B industry. That's why it was important for us to create a virtual experience that, even in these difficult times, will be successful for all participants".*

Fi Europe CONNECT 2020 will take place from 23 November – 4 December 2020.

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 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.

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