# Europe CONNECT Post-Show Report 23 November - 4 December 2020





# **ATTENDANCE OVERVIEW**



**10,330** Attendees



**272**Exhibiting
Companies



**7993**Visitor
Attendance



2337
Exhibitor
Representatives

# Our Digital Foodprint (14/9 – event)



98,363 visits



YouTube

504,405 total views



Fi Europe Page (launched in May 2020): 1,609 total followers

Fi Global Page: 20,586 total followers



LinkedIn

Fi Global Group: 23,900 members

Fi Global Page: 3,631 total followers



**Twitter** 

Fi Global: 5.387 total followers



# **VISITOR PROFILE**

# **TOP 10 COUNTRIES**



- 1. Germany 9.5%
- 2. Netherlands 8%
- 3. India 7.7%
- 4. France 6.6%
- 5. United Kingdom 6.2%
- 6. Spain 4.9%
- **7.** Italy 4.1%
- 8. Belgium 3%
- 9. Indonesia 3%
- 10 Turkey 2.8%

# TOP JOB FUNCTIONS







Product
Development



11% Marketing



General management



**O**/O
Distribution



6%
Procurement /
Purchasing

# **VISITOR BUDGET RESPONSIBILITY**















## **FUNCTION LEVEL OF VISITORS**



23% Manager with staff

16.2%

Manager without staff

11.3%

CEO / COO / President / Chairman

9.8%

Non-management



8.2%

Managing Director/Sr. VP/EVP



6.3%

VP/Director



5.6%

Consultant



3.6%

**Board Director** 



29%

are C-Suite executives

# **TOP INGREDIENT SEARCHES**



1. Dairy



2. Food Supplements/Nutraceuticals



3. Plant-based Products



4. Anti-caking agents



5. Proteins



6. Fruit & Vegetables



7. Organic Ingredients



8. Flavours and Spices



9. Cereal / Grain Products



10. Stabilizers and Thickeners, Binders, Texturizers



11. Cocoa & chocolate



12. Dairy Replacement



13. Pharmaceutical ingredients



14. Enzyme Preparations



15. Meat Replacements



### **PARTICIPATING COMPANIES**

<b>Ahold Delhaize</b>	Aho	old	De	lha	ize
-----------------------	-----	-----	----	-----	-----

Food Technologist

#### **Barilla Group**

Meal Solution Innovation Manager

#### Coca Cola Services

Product Developer

#### Danone

Strategic Buyer

#### Diageo

Research Scientist

#### Dr. August Oetker Nahrungsmittel KG

Executive Manager Procurement

#### FrieslandCampina

Market Segment Manager

#### **General Mills**

R&D Technology Manager

#### Haribo

R&D product senior manager

#### **Herbalife Nutrition**

Innovation Director

#### Kraft Heinz Company

EU Food Additives
Buyer

#### Mars

Senior NPD scientist

#### Mondelez

Senior Associate Principle Scientist

#### Mondelez Int.

**Buyer Ingredients** 

#### Nestlé

Procurement Manager

#### Nestlé

Global Category Lead Ingredient Procurement

#### **Premier Foods**

R&D Nutrition and Applications Manager

#### Sanofi

Global open innovation lead for nutritional and sleep

#### Suntory

Specification Technologist

#### Unilever

Marketing Director



# **PRIMARY BUSINESS SECTOR**



and many more!



15,400 Connections made
18,800 Meeting Requests
5,159 Qualified Meetings
6,300 Unique Conversations
35% Interested in system generated recommendations

#### THANK YOU TO OUR PARTNERS

#### **Innovation Partner**



#### **Platinum Partner**



#### **Gold Partners**









#### **Silver Partners**





#### Social Media Partner



#### **Finished Food Partner**



# Welcome Address



#### **Round Table Partner**



#### Official Content Provider







25,881

**Expert Sessions** . Attendees



**Average Attendance** per Expert Session



**Expert** Speakers



**Live Expert** Keynotes/Panels



**Expert Sessions** (Webinars, Panels etc.)



On demand sessions

# **KEY SPEAKERS**



Ross Colbert, Managing Director, Global M&A -Beverages, KPMG



Alexander Mohr. Executive Director, European Flavour Association (EFFA)



Rick Miller. Food and Drink Associate Director, Specialised Nutrition, Mintel



Emilia Nordlund, Research team leader, VTT Technical Research Centre of Finland



Laurice Pouvreau. Senior scientist Protein technology, Wageningen U&R



Jolanda van Bilsen, **Expert Immune** Health,



Christian Reynolds, Senior Lecturer, City University of London



Lu Ann Williams, Global Insights Director, Innova Market Insights





Bringing the global food and health ingredients industry together digitally





Regions in the Spotlight 12-23 April 2021



Health Ingredients in the Spotlight 14-18 June 2021



Plant-Based Ingredients in the Spotlight

13-17 September 2021

# **LEARN MORE**

figlobal.com/connect



# Europe CONNECT

