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)

Website

98,363 visits

YouTube

504,405 total views

Facebook
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

19% Sales
16% Research & Development
13% Product Development
11% Marketing
10% General management
8% Distribution
6% Procurement / Purchasing

VISITOR BUDGET RESPONSIBILITY

15% €10 million +
20% €1 million - €10 million
30% €100,000 - €1 million
22.3% €10,000 - €100,000
12.7% Less than €10,000

64% of visitors have purchasing power
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

<table>
<thead>
<tr>
<th>Company</th>
<th>Role/Position</th>
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<tbody>
<tr>
<td>Ahold Delhaize</td>
<td>Food Technologist</td>
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<tr>
<td>Barilla Group</td>
<td>Meal Solution Innovation Manager</td>
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<tr>
<td>Coca Cola Services</td>
<td>Product Developer</td>
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<tr>
<td>Danone</td>
<td>Strategic Buyer</td>
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<tr>
<td>Diageo</td>
<td>Research Scientist</td>
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<tr>
<td>Dr. August Oetker Nahrungsmittel KG</td>
<td>Executive Manager Procurement</td>
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<tr>
<td>FrieslandCampina</td>
<td>Market Segment Manager</td>
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<tr>
<td>General Mills</td>
<td>R&amp;D Technology Manager</td>
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<td>Haribo</td>
<td>R&amp;D product senior manager</td>
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<tr>
<td>Herbalife Nutrition</td>
<td>Innovation Director</td>
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<tr>
<td>Kraft Heinz Company</td>
<td>EU Food Additives Buyer</td>
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<tr>
<td>Mars</td>
<td>Senior NPD scientist</td>
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<tr>
<td>Mondelez</td>
<td>Senior Associate Principle Scientist</td>
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<td>Mondelez Int.</td>
<td>Buyer Ingredients</td>
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<tr>
<td>Nestlé</td>
<td>Procurement Manager</td>
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<tr>
<td>Nestlé</td>
<td>Global Category Lead Ingredient Procurement</td>
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<tr>
<td>Premier Foods</td>
<td>R&amp;D Nutrition and Applications Manager</td>
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<tr>
<td>Sanofi</td>
<td>Global open innovation lead for nutritional and sleep</td>
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<tr>
<td>Suntory</td>
<td>Specification Technologist</td>
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<tr>
<td>Unilever</td>
<td>Marketing Director</td>
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</table>
PRIMARY BUSINESS SECTOR

- Food Supplements/Nutraceuticals
- Bakery
- Natural Products
- Dairy
- Beverages
- Confectionary
- Healthy Food & Beverages
- Consultancy
- Meat & Meat Products
- Pharmaceuticals
- Cereals & Convenience Food & Snacks
- Fruit & Vegetable
- Vegetarian/Vegan Products
- Sauces & Seasonings
- Natural & Herbal remedies
- Frozen Food

and many more!
THANK YOU TO OUR PARTNERS

Innovation Partner
Biospringer by Lesaffre

Platinum Partner
ROQUETTE
Offering the best of nature

Gold Partners
ADM
Prinova
Lonza
EXBERRY

Silver Partners
Biorigin
Olam Food Ingredients

Social Media Partner
ROQUETTE
Offering the best of nature

Finished Food Partner
Department of Entrepreneurship and Innovative Development of Moscow

Round Table Partner
Ministry of Foreign Affairs of Denmark

Welcome Address
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Science with service

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Key Speakers

- **Ross Colbert**, Managing Director, Global M&A – Beverages, KPMG
- **Christian Reynolds**, Senior Lecturer, City University of London
- **Alexander Mohr**, Executive Director, European Flavour Association (EFFA)
- **Laurice Povreau**, Senior scientist, Protein technology, Wageningen U&R
- **Lu Ann Williams**, Global Insights Director, Innova Market Insights
- **Emilia Nordlund**, Research team leader, VTT Technical Research Centre of Finland
- **Rick Miller**, Food and Drink Associate Director, Specialised Nutrition, Mintel
- **Jolanda van Bilsen**, Expert Immune Health, TNO

Content Sessions & More

- **25,881** Expert Sessions
- **235** Average Attendance per Expert Session
- **106** Expert Speakers
- **12** Live Expert Keynotes/Panels
- **110** Expert Sessions (Webinars, Panels etc.)
- **203** On demand sessions

Fi Europe CONNECT 2020
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
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