

## **The world of ingredients reunited – in-person in Frankfurt and online**

**Fi Europe co-located with Hi Europe: 3 days live, 2 weeks online, 710 exhibitors and 115 content sessions**

**Frankfurt, 10 December 2021: Three days of Fi Europe, co-located with Hi Europe in Frankfurt, proved that for many professionals, face-to-face trade shows are still the unrivalled networking format. Amidst challenging circumstances, participants from a wide range of countries attended the world's leading food and beverage ingredients show to discover industry innovations and meet customers and partners. Those who were unable to attend in-person had the opportunity to connect, network and watch all content sessions online.**

**Thanks to the Informa AllSecure Health & Safety Standard, Fi and Hi Europe serves as a prototype for successful and safe in-person events at the Messe Frankfurt.**

On the exhibitor side, 710 companies from all over the world were present. More than 10,600 products were showcased at the booths spread across three exhibition halls, and on the online platform. The fact that Fi and Hi Europe is the central hub of the ingredients industry worldwide, was demonstrated by the international spectrum of attendees on site: professionals from 106 countries attended the in-person event. In total, more than 13,000 attendees participated online and in-person.

Julien Bonvallet, Fi Europe Brand Director, says: "I am happy that despite the travel restrictions, we saw high quality visitors at the event. 73 per cent had budget responsibility, and more than 36 per cent were in top management (C-level). By the end of the second day, 67% of the 2022 floorplan for Fi & Hi Europe in Paris was booked – confirmation of just how much companies trust and value the event."

Highlights of the three-day trade show included the live presentation of the [Fi Europe Innovation Awards](#) and the [Startup Innovation Challenge](#), the New Product Zone, in partnership with Innova Market Insights, and a broad programme of presentations and trend analyses streamed live. The show was supported by an online platform that will remain open until 31 December 2021, allowing visitors to network and learn more about the latest industry highlights.

"The future of events is definitely hybrid. Thanks to the online element of Fi Europe, we were able to reach even more leads this year," says Natalie Meijers, Marketing Communications Manager at FrieslandCampina Ingredients. Monique Hartog, Brand & Marketing Manager at Bunge Lodders Croklaan, adds: "A packed booth, many good talks and one shiny Innovation Award! It was a great show for us." Bart Piscaer, Senior Account Manager, Avebe, commented: "I'm very happy that the show is taking place in person because it's still very valuable to meet people face to face."

At Fi Europe co-located with Hi Europe, the Informa AllSecure Health & Safety Standard again proved its value. Julien Bonvallet: "With 2G and our AllSecure Standard's 10-point set of measures, we laid the groundwork for attendees to participate with confidence. During many conversations with customers and visitors on-site, I received confirmation that they felt safe and comfortable conducting face-to-face business." Michael Biber, Vice President Guest Events at Messe Frankfurt, adds: "Under the 2G rule, visitors were able to engage in a productive exchange about the latest topics in the food industry in a safe, controlled environment."

Next year, Fi Europe, again co-located with Hi Europe, will be digitally smarter and offer even more on-site opportunities. The show will take place at Porte de Versailles in Paris, a new venue for the event that was chosen by the Fi Europe team as a result of feedback received by clients and partners. This location is both central and easily accessible, and also allows visitors the opportunity to enjoy the delights of Paris, and all it has to offer. The online version will start on 28 November 2022, while the in-person event will open its doors from 6 to 8 December 2022.

#### **What exhibitors and visitors say**

Allmicroalgae, Antonio Saraiva, Sales Director:

"The first days were quite impressive. We were expecting fewer people because of the COVID situation, but we made many good contacts at our booth."

Exberry, Kayleigh Vlassak, Marketing Communications Specialist:

"At pre-COVID shows, people were happy to wander around. Now, however, they're more focused and come armed with specific questions to better understand our business. And there's more time for in-depth conversations too."

Innova Market Insights, LuAnn Williams, Global Insights Director:

"Everyone here is seriously interested in looking for something, and I think we're all having very meaningful conversations, so I'm super-happy to be here!"

Meiere Controlling 4 Green Business, Tatjana Meiere, Consultant (Visitor):

"The combination of in-person event and online conference was really amazing! It's very fruitful."

Nexira, Julie Imperato, Marketing Manager:

"Obviously, visitor numbers were lower than in previous years, but we had traffic at the booth. And the contacts were more qualitative, with people taking the time to discuss and understand our products."

Snack & Back, Maria Niederl, R&D (Visitor)

"I've missed this show! It's very interesting to see new products and new trends."

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#### **About Informa AllSecure:**

Informa has collaborated with association partners including UFI, AEO and SISO, industry peers, venues, suppliers and relevant authorities to develop industry-wide



AllSecure standards that raise the bar on safe, hygienic, productive and high-quality organised event experiences. Informa AllSecure is how these standards are being adopted in our business.

All Informa events will be run according to 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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