

Fi Europe combined with Hi Europe to take place in-person and online in 2021

Leading ingredients show will be held in Frankfurt as a hybrid offering, with health-related topics in the spotlight

Amsterdam / The Netherlands, 8 June 2021: Informa Markets will host Food ingredients and Health ingredients Europe this year, combining an in-person trade show with an extensive online offering. With vaccinations rate going up and restrictions lifting around Europe, sentiment around attending event in-person is improving. The most recent survey, organised by Informa Markets, shows over 60% of respondents would be prepared to attend an event in-person right now and so far 86% of the available stand space at Fi Europe 2021 has already been booked. The in-person event will open in Frankfurt from November 30 to December 2. The accompanying online event, starting November 22, will cater to attendees who are unable to visit Frankfurt due to travel restrictions or time constraints. All attendees will therefore benefit from the new online product presentations, ingredients search functions as well as chat and video meeting functions.

The Fi Europe team expects the new format to attract more than 23,000 attendees and 1,200 exhibitors. To ensure that attendees can enjoy business and networking opportunities in optimal conditions at the show, the 10-point compliance plan of the "AllSecure Health & Safety Standard", developed by Informa Markets, will be in place, imposing regulations on cleaning and hygiene, and physical distancing, along with protection and detection measures.

Julien Bonvallet, Brand Director: "It's the details that make the difference, and we have paid attention to details when it comes to added safety for everyone involved. We are already in contact with exhibitors about replacing the distribution of brochures with a QR code system that will help reduce physical contacts. And, of course, we're adapting our hall layout with wider alleys so that two-way traffic is feasible, while maintaining distancing regulations. Furthermore, as this is an F&B show, a secure way of sampling and tasting will be guaranteed."

Online event opens up new markets and target groups

The 2020 online edition of Fi Europe and Fi Global digital events in recent month proved that the formats were not only well-received, but also tapped into completely new attendee potential: between 40 and 60 per cent of participants in those online events attended for the first time. The global reach also increased thus broadening brand awareness and business opportunities for the companies that were exhibiting.

Health taking centre stage

The need for trade shows, both for inspiration and the opportunity to network, is enormous. With the decision to combine Food ingredients and Health ingredients, the event team acknowledges the ever-increasing blurring of lines between everyday foods, products with added health benefits and nutraceuticals. COVID-19

has led to a further surge in healthy eating, and thus demand for health ingredients, plant-based alternatives, gut health and immunity concepts and ingredients. In a survey by the European Institute of Innovation and Technology, one-third of respondents from 10 countries in Europe said healthy eating will be very important in the post-pandemic era. And almost as many stated that avoiding additives and preservatives will continue to be of great importance. A consumer shift towards healthier nutrition means shoppers are also looking to make the right choice when it comes to sugar, salt and fat reduction. It's a trend driven by not only consumers, but also legislative changes in the wake of an EU 10% sugar reduction target from 2015 to 2020.

From food ingredients and healthy solutions to regulatory information and new technologies, Fi Europe will cover the entire spectrum of trending topics in the F&B industry. Along with new virtual opportunities, the event offers an enhanced experience, more comprehensive and flexible than ever.

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.

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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