

## **Innovation & inspiration: World-leading ingredients show Fi & Hi Europe set to attract over 20,000 global attendees**

**Amsterdam/Netherlands, June 2022: Fi Europe co-located with Hi Europe returns to France this year from 6-8 December. For the first time, the leading ingredients exhibition will take place at Paris Expo Porte de Versailles – occupying four halls with more than 1,200 exhibitors, ranging from leading ingredients suppliers through to highly specialized newcomers. The in-person show will be framed and supported by an extensive online event, giving attendees countless opportunities and greater flexibility to source, connect and innovate – be it virtually, in-person or both.**

In Paris, Fi & Hi Europe is set to attract exhibitors and attendees from over 135 countries around the world. Located in the heart of the city, Paris Expo Porte de Versailles is within walking distance of many hotels, restaurants and bars – making the event more visitor-friendly than ever before.

Fi & Hi Europe is the culmination of a year of Fi Global engagement with the ingredients industry, including a series of webinars, in-person events around the world, and the marketplace solution Ingredients Network.

### **Digitally enabled event concept**

With this year's show, Informa Markets continues its hybrid journey, setting the bar even higher with more advanced technology. The combination of online and in-person events offers attendees the best of both worlds, covering a huge variety of live and on-demand content, as well as data-driven matchmaking options, enabling a seamless all-round show experience. For example, all exhibitors will have an online profile that allows them to connect and network ahead of the event and gather leads onsite using the integrated lead scanning system. This means it has never been easier to find and connect with relevant contacts and schedule virtual or in-person meetings using the online event platform.

“We’re looking forward to welcoming thousands of visitors and exhibitors from around the world to an event which all those involved in the ingredients industry simply cannot afford to miss,” says Julien Bonvallet, Brand Director at Informa Markets. “After many months of disruption and uncertainty, there’s a strong aspiration for meeting in-person again, and so the excitement is already gathering pace. But for those who would prefer to join online, sophisticated technology means our online event will merge seamlessly with the in-person show.”

### **Packed conference programme**

The online event will begin on 28 November, the week before doors open at Paris Expo Porte de Versailles. It features a packed conference programme covering the hottest industry topics including plant-based, health & wellbeing and reformulation, as well as category updates on some of the key trending segments. These include bakery and snacks, dairy & dairy alternatives, sustainability and much more.

The physical show will once again include popular features such as the Innovation Hub, the New Product Zone in collaboration with Innova Market Insights, and the Fi Europe Innovation Awards. The all-new Sustainability Hub will focus on sustainable food solutions from farm to fork, giving visitors the opportunity to learn about food waste, circular economy, regenerative agriculture and more.

### **Unique gathering of suppliers**

Lots of key ingredients suppliers have already confirmed their attendance in Paris, including ADM, Beneo, Brenntag, Cargill, DSM and Ingredion, to name just a few. The four halls at the venue are already 85 per cent booked with a variety of exhibitors – both old and new – all eager to showcase the latest trends and products driving the industry. There will also be more country pavilions than ever before.

Julien adds: “I am so excited that Fi & Hi Europe will once again open its doors in Paris – this time at an impressive new venue. Bringing the world of food and beverage ingredients together has always been our main purpose, and our entire team is looking forward to providing the perfect platform for both visitors and exhibitors to source, connect and innovate.”

For more information on the show, please visit:  
<https://www.figlobal.com/fieurope/en/home.html>.

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### **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 about, 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 is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among 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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