



Hi Europe showcases innovative products for the retail sector

Health ingredients Europe & Natural ingredients 2018 will address the booming market for food with health benefits

Frankfurt/Amsterdam, 27 June 2018 – As part of Hi Europe & Ni, taking place in Frankfurt, Germany (27–29 November), the new Healthy Finished Products Expo provides a novel platform for innovative new end products from all over the world that have already made their way into the retail sector.

At the Healthy Finished Products Expo, exhibitors at this year's show will present their high-quality end products – from functional foods made from natural ingredients and whole meals to special medical purposes nutrition, dietary supplements and active nutrition drinks. The new pavilion offers visitors from the retail environment a one-stop-shop on the 22,000 m² show floor. In addition, a free business matchmaking tool will encourage networking throughout the show, enabling business appointments to be arranged online. A customer lounge and tasting bar will provide the perfect framework for successful meetings.

The enormous range of new developments in functional foods and beverages presented at the exhibition makes Hi Europe & Ni an important and inspirational business platform for food retailers, drugstores and pharmacies, as well as distributors. In addition, more than 40 exhibiting companies produce ingredients and/or finished products themselves, including key players such as Glanbia Nutritional and Stern Vitamins.

Healthy food: a growing but undefined category

Commenting on the upcoming event, Hi Europe Brand Manager Julien Bonvallet said: "Consumers associate both healthy food as well as nutritional supplements with a positive effect on their own health. At the same time, they expect more transparency, sustainability and trustworthiness than with normal finished products. Meeting these high standards is a key task for the entire industry. Inspiration, know-how and the right partners are available at HiE, with the Healthy Finished Products Expo highlighting successful product examples."

In the IRI European Shopper Survey 2017, half of the European consumers questioned stated that they were guided by health and well-being when buying groceries. In fact, 53% use organic food ingredients and more than a third purchase products that are lactose or gluten free. From a consumer standpoint, 'healthy food' includes functional foods and drinks, those that are less processed, free from and organic products. With innovative examples from a wide variety of applications, Healthy Finished Products Expo truly reflects the full spectrum of activity in this dynamic market.

Visitors pre-registering online to Hi Europe & Ni get free access to the show. For further information please see: <https://www.figlobal.com/hieurope/>

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About Hi Europe & Ni

Since 2000, Hi Europe & Ni (Natural ingredients) has been bringing together health and nutrition industry professionals from all over the world. Held in Frankfurt, the leading platform for health ingredients is a central meeting point at which to explore this growing market of innovation. The biennial event alternates with Fi Europe (Food ingredients Europe).

About UBM

Hi Europe & Ni is organised by UBM EMEA. UBM is the largest pure-play B2B events organiser in the world. 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. UBM EMEA is committed to the continual improvement of sustainability and aims to be a leader in sustainable business, aligning all key business decisions with our sustainability strategy. UBM EMEA sees it as fundamental that we are conscious of the impact that our actions have on the environment and the communities in which we operate. As one of the first major organisers UBM EMEA successfully implemented a sustainable event management system and was ISO 20121 certified. Please visit www.ubm.com for the latest news and information about UBM.

About Food ingredients Global – the trusted route to market since 1986

Food ingredients Global was launched in Utrecht, The Netherlands, in 1986. Our 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, our events, digital solutions and supporting products deliver a proven route to market, with a truly global audience. For more information about the Food ingredients portfolio, please visit: www.figlobal.com.

More information:

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