



More natural & organic suppliers than ever

Hi Europe & Ni 2018 achieves new exhibitor record for manufacturers of natural and organic ingredients

Frankfurt/Amsterdam, 5 November 2018 – High consumer demand for organic products and foods with natural ingredients is reflected in the wide range of offerings from Health ingredients Europe & Natural ingredients this year. Under the claim “Natural & Organic”, more than 100 exhibitors will present their new developments – from superfoods and natural flavours and extracts to plant-based finished products. From 27 to 29 November in Frankfurt, trade visitors will be given a comprehensive overview of these categories across 4,000 sqm, and will benefit from a wide range of further educational and networking opportunities.

Nowadays, consumers expect much more from functional foods than a few years ago: Besides a health benefit, a natural origin or even organic cultivation, sustainability and ethical qualities are also much in demand. With a wide range of exhibitors offering such ingredients – including Agrana, KSM66-Ashwaganda and Plantex – and an extensive educational programme, Hi Europe & Ni is a valuable source of inspiration for trade visitors from the health and nutrition industry.

Natural ingredients in demand

According to a survey conducted by Mintel last year, around 70 per cent of people interviewed prefer foods with natural ingredients. Manufacturers have recognised this request by offering a constantly growing variety of new and innovative products. Compared to Hi Europe & Ni 2016, the number of exhibitors within the “Natural Ingredients Pavilion” has consequently doubled this year.

Numerous expert lectures will provide insights to challenges and solutions relating to natural alternatives: Leonhard Thunn-Hohenstein, Key Account Manager at AstaReal, for example, speaks in the Supplier Solutions Theatre’s free-to-attend programme about natural astaxanthin from algae to improve eye health. During the two-day Hi Conference, Grégory Dubourg, CEO of Nutrikéo, will explore some of the naturally functional ingredients that are hitting the spotlight like turmeric, ashwagandha and spirulina in his session: “Developing products with naturally functional ingredients”. At the Plant-based Experience visitors will be able to inform themselves about current trends and experience the growing variety of plant-based products in association with ProVeg International, who will also be organising a Plant-based Innovation Tour featuring exhibitors with new plant-based solutions. In addition, exhibitors with natural solutions will be part of the Innovation Tour on Clean label, trust and transparency by Nutrimarketing.

Organic quality: What do consumers want, what do manufacturers need?

This year, show organiser UBM had to enlarge the “Organic Pavilion” by more than 60 per cent due to the enormous number of enquiries from exhibitors. For Amishi Takalkar, CEO of Nailbiter, an organic certificate has now become a quality feature of many companies’ products “We are starting to see that organic is going mainstream, just like natural. More large CPG companies are launching their organic brands or labels. Organic, in my opinion, is almost turning into table stakes for brands that want to be taken seriously, and perceived as being healthy or ‘better for you’.”

Within the free-to-attend “Organic Spotlight” at the Industry Insights Theatre, Takalkar will present the organic trend from the consumer’s point of view. Marlene Milan, Research Associate at the Research Institute of Organic Agriculture (FiBL), will also be providing



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information on the standards that companies have to meet if they want to offer ingredients of organic quality in the EU, and especially on the German market. She is convinced that consumers do not turn to organic products on a temporary basis: "Once a mainstream shopper goes organic, it's very hard to bring them back to mainstream. A lot of shoppers go in and buy the brands they know they like, but if I am in that store and see something that looks better or healthier and then I try it and like it, chances are I may not go back."

You will find a detailed overview of the lectures offered in the free-to-attend Supplier Solutions Theatre and Industry Insights Theatre, as well as the Hi Conference offerings, under the following link <https://www.figlobal.com/hieurope/de/agenda>. You can sign up for the free-to-attend Innovation Tours here: <https://www.figlobal.com/hieurope/innovation-tours-0>. Tickets for the Hi Conference are available at <https://www.figlobal.com/hieurope/de/conferences>.



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.

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