



ABOUT FI GLOBAL - THE TRUSTED ROUTE TO MARKET SINCE 1986



Food ingredients was launched in Utrecht, The Netherlands, in 1986. Its portfolio of live events, extensive data, digital solutions and high-level conferences, are now established throughout the world and provide 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 over 25 years of excellence, our events, digital solutions and supporting products, deliver a proven route to market, with a truly global audience.

EVENT OVERVIEW

Your gateway to success in India's food ingredients market
Fi India & Hi is the only B2B event in the Indian sub-continent for the food and health ingredients industry. The event offers you the opportunity to:

SOURCE The latest and most innovative ingredients discovered in the heart of India

GROW your business in one of the fastest growing markets with a large appetite for food, health and functional ingredients

NURTURE your business relationships by meeting the most important ingredients suppliers and buyers in the region

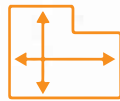
Fi India & Hi 2019 at a glance



9960+
Attendees



250+
Exhibiting
Companies



13000+
Business
Space



15+
exhibiting
countries



38
Visiting
countries



VISITOR ANALYSIS

VISITORS CATEGORIES

Manufacturer: Food/Beverage Products, Research development and Scientific professionals, Distributor: Food/Beverage Products, Retailer: Food/Beverage Products, Consulting: Manufacturing, Microbiology, Manufacturer: Ingredient, Food Safety & Quality Services experts, Education/ Training experts.

INTERNATIONAL PARTICIPATION BY



MAIN OBJECTIVES OF VISITING

Seeking for new suppliers and products

45%

Meet and network with current suppliers/clients

23%

Collect market and trends information

24%

Look for OEM/ODM suppliers

8%

TOP VISITING INDIAN STATES:



Maharashtra



Gujarat



Karnataka










Tamil Nadu



New Delhi

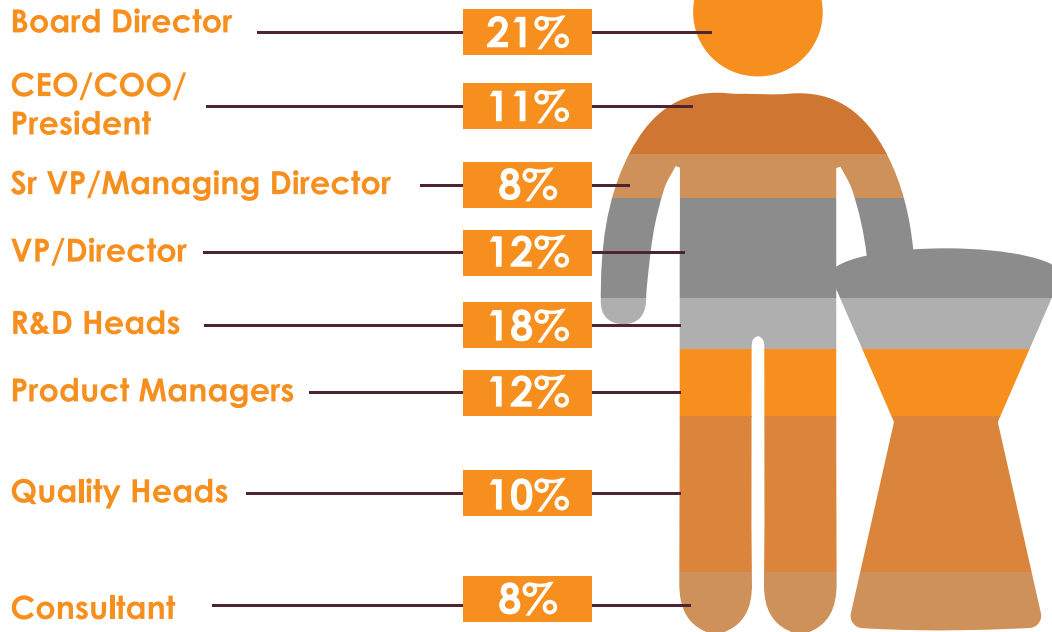
PRODUCT SECTOR

PRODUCT OFFERINGS

 Baby Foods & Infant formulae 5%	 Foods Supplements 7%
 Bakery Products 12%	 Fruit & Vegetable Products 4%
 Cereals 3%	 Functional & Health Foods 5%
 Confectionery 7%	 Ice Cream 4%
 Convenience Foods & Ready Meals 3%	 Meat & Poultry Products 2%
 Dairy Foods 6%	 Organic Foods 5%
 Desserts 6%	 Pet Food & Feed Meals 1%
 Fats & Spreads 3%	 Sauces & Seasonings 2%
 Fish Products 2%	 Snack Foods 6%
 Flavourings 8%	 Vegetarian Foods 4%



VISITOR BREAKUP



BUSINESS ACTIVITY WISE

Manufacturer : Ingredients	27%
Manufacturer: Food/Beverage Products	22%
Retailer Services	10%
Distributor	13%
Consulting	8%
Institute/University	2%
Government/Trade Association	1%
Foods Safety, Quality & Services	5%
Education/Training	2%
Microbiology	2%
Research/Scientific	3%



92%
visitors were satisfied with buying options



89%
visitors sourced technology



78%
visitors placed orders



82%
visitors plan their visit based on products on display



91%
Visitors consider Fi India & Hi the most important Show for their business

WHO VISITED?

A small sample of visitors who attended the show

BAKERY COMPANIES



ICE CREAM, SWEETS & CONFECTIONARY



DAIRY



SPICES



FLAVORS & OILS



SNACKS & FARSAN



NUTRITION & PROTEIN



and more...

QUOTES FROM VISITORS

I have been attending this event since 2 consecutive years the idea is to figure out the new ingredients and meeting the large display of exhibitors present at Fi India & Hi. This is a very good platform for meeting different brands all under one roof and to build new relationships

Mr. Nayan Bezbaruah
Product Development Manager
Henkel India

The demand for novel foods, new ideas & innovations has been on a rise a platform like Fi India helps serve the need of the Industry. The various brands & knowledge forums are the reason have been attending this event for years both in Mumbai & Delhi.

Biprabbudha Chatterjee
Head R&D
Adani Wilmar Ltd.

Every year we come to this event looking for new and innovative ingredients related to proteins, it also gives us an opportunity to learn about the latest developments in the industry. This year with the large variance of brands helped us find quite a lot of ingredients at Fi India itself.

Anup Rathod
Marketing Head
SPN Health & Fitness Pvt. Ltd

There are a lot of Innovations in the food Industry and ingredient plays a very important part of that. At Fi India we meet those brands that can provide the novelty and innovative ingredients.

Mahesh Morde
Director
Morde Foods Pvt. Ltd

EXHIBITOR PROFILE

- Food & flavours
- Natural ingredients
- Additives / Enzymes
- Colours
- Soya products
- Herbs spices & seasonings

- Starches and Gaur Gums
- Fragrances
- Nutraceuticals
- Dietary supplements
- Plant extracts
- Proteins
(Fish, Meat, Poultry, Milk & Plants)

- Sweeteners
- Antioxidants
- Pre-biotics / Pro-biotics
- Encapsulated ingredients
- Vitamins & minerals

and more...

Top Participating Countries



USA



Italy



Canada



Poland



China



Sri Lanka

KEY EXHIBITORS 2019

Food Ingredients

- AAK Kamani Pvt. Ltd.
 - Ace International LLP.
 - Azelis (India) Pvt. Ltd.
 - Brenntag Ingredients (India) Pvt. Ltd.
 - Calpro Specialities Pvt. Ltd.
 - Connell Bros Company (India) Pvt. Ltd.
 - Danisco India Pvt. Ltd.
 - DKSH India Pvt. Ltd.
 - Fine Organic Industries Ltd.
 - Ingredient India Pvt. Ltd.
 - K. P. Manish Global Ingredients Pvt. Ltd.
 - Kancor Ingredients Ltd.
 - Keva Flavours Pvt. Ltd.
 - M. B. Sugars & Pharmaceuticals Ltd.
 - Plant Lipids Pvt. Ltd.
 - Roha Dyechem Pvt. Ltd.
 - Sacheerome Pvt. Ltd.
 - Synthite Industries Pvt. Ltd.
 - Tajir Pvt. Ltd.
 - Universal Oleoresins
- and more...

Health Ingredients

- Agarwal Life Sciences Pvt. Ltd.
 - Amitex Agro Product Pvt. Ltd.
 - G. C. Chemie Pharmie Ltd.
 - Hexagon Nutrition Pvt. Ltd.
 - IMCD India Pvt. Ltd.
 - Indchem International
 - Innovative Health Care (India) Pvt. Ltd.
 - Ishaan Bio Pvt. Ltd.
 - Konark Herbals & Health Care
 - Krishna Enzytech Pvt. Ltd.
 - Matrix Fine Sciences Pvt. Ltd.
 - Olam Agro India Pvt. Ltd.
 - S. A. Herbal Bioactives LLP.
 - Scope Ingredients Pvt. Ltd.
 - Titan Biotech Ltd.
 - Vidya Herbs Pvt. Ltd.
 - Yasham Speciality Ingredients Pvt. Ltd.
 - Zeon Lifesciences Ltd.
- and more...



2019 EXHIBITOR SURVEY RESULTS

87%

exhibitors are likely to recommend the Show to industry peers

74%

exhibitors found new buyers / business partners

89%

exhibitors were satisfied with their objective of brand-building

88%

exhibitors re-booked stall space for Fi India & Hi 2020

91%

exhibitors were satisfied with their objective of collecting market information



FI INDIA & HI 2019 EXHIBITORS GET RESULTS

Don't just take our word for it. Hear what some of our many satisfied exhibitors had to say about the benefits of Fi India & Hi 2019

We have been exhibiting at Fi India & Hi since last few years and this event has opened new opportunities for us and this year especially the event has been fabulous. We had more than 100 brands attending our booth for all three days participating at Fi India has helped us network with large number of big brands all in one place.

Mr. Samrat Warma
Managing Director
Krishna Enzytech Pvt. Ltd

Fi India is the only event that specifically focuses on food & health ingredients it is a great platform not just for networking but also for the fraternity to come together and understand and learn about the new innovations and trends in the industry.

Mr. SriPrakash Krishnan
Business Director
Ingredion India

I have been happy with our company's association with Fi India & Hi and it has turned out to be quite beneficial. The quality of visitors has been quite good, and we have been very happy with the kind of response we have received. Fi India has turned out to be a great meeting point for the fraternity.

Mr. Ranju Pilani
Director
Agarwal Lifesciences Pvt Ltd

Its once in a year opportunity to meet all your existing clients as well as build new potential partners. The additional features on the show floor like B2B meeting scheduler are good way of addressing the clients needs. As a team we have been very busy since the last two days we have been very happy with the quality of the visitors on the show floor.

Mr. Dipan Dalal
Director
Azelis India Pvt. Ltd

SHOW HIGHLIGHTS

LIVE DEMONSTRATION

A Workshop full of mouth-watering creations were conducted by Chef Rakhee Vaswani demonstrating the use of ingredients showcased by exhibitors.

TECHNICAL SEMINARS

The programme of seminars and panel discussions in cooperation with Associations which covered both market trends and the latest developments at Fi India & Hi 2019, in association with AFSTI and HADSA.

18 Conferences | 27 Speakers | 800 Attendees



BUSINESS MATCHMAKING

The Business Matchmaking service offered visitors the opportunity to select companies for face-to-face meetings with their most promising prospects. As a participant, visitors were given the unparalleled opportunity to meet qualified buyers/sellers who were eager to conduct business with them.



SHOW HIGHLIGHTS

DISCOVERY TOUR

The Nutri Marketing experts took our visitors on a guided tour to discover how leading companies are making innovations in the Food & Beverage industry.

PRODUCT SHOWCASE

Concentrated at one location at Fi India & Hi, visitors could find a plethora of new ingredients for the food and beverage industry. Visitors were invited to vote for the most innovative products in the

EXHIBITOR SHOWCASE

On Day 3 of the show, the seminar room was dedicated to our exhibitors. They delivered power packed sessions explaining their products to our visitors to get new perspective on what they have and how it can benefit the visitors to boom their business.



SUPPLIER FINDER

Interactive screens of the show floor plan were arranged to assist visitors onsite, helping them optimize their time and explore the show areas that matter most to them.

CO-LOCATED WITH PROPAK

ProPak India is ideal platform to connect every level of the rapidly expanding processing and packaging industry value chains. The ProPak formula of processing & packaging trade exhibitions integrated with industry conferences, seminars & events are a winning combination. This has led it to become a globally trusted platform for your business. Over last 12 months our portfolio of events covering Asia are held in China, Indonesia, Myanmar, Thailand, Vietnam, and Philippines. These have connected over 3,000 exhibitors to more than 1,00,000 buyers globally.

PROPAK
INDIA
8 - 10 OCTOBER 2020
PRAGATI MAIDAN, NEW DELHI

MARKETING CAMPAIGN

Highly effective promotional activities before and during the exhibition were appreciated by stakeholders. The marketing campaign ensured that our attendees received maximum exposure to the immense business opportunities at Fi India & Hi.



INDUSTRY MAGAZINES

Advertisements and editorial coverage in top Indian and international trade magazines.



ONLINE ADVERTISEMENTS

Web banners, editorial coverage and event listing on prominent national & international trade websites.



DIGITAL MARKETING

Social media campaigns on Facebook, Twitter, LinkedIn, as well as SEO, Google Adwords and re-targeting to enhance awareness.



HOARDINGS

Hoardings promoting the show were placed in the top places where we gained maximum visibility before and during the shows.



RADIO

Radio spots informing audiences about the show were aired on leading radio stations to attract more visitors.



VIP ENGAGEMENTS

Special invitations to leading industry associations, government bodies and top companies.



ELECTRONIC MAILERS

Emailers promoting show features and market trends were sent out to our database as well as the client database of exhibitors, media partners, and supporting associations.



SMS CAMPAIGN

SMS messages were sent to industry professionals to give them updates on show features.



NEWSPAPER ADVERTISEMENTS

Advertisements in leading mainline and regional newspapers before and during the show days.



PARTICIPATION IN OTHER TRADE EVENTS

Branding at other industry events for cross promotion



PUBLIC RELATIONS

Visibility through the trade and mainstream media by our PR initiatives.



SHOP -TO-SHOP MARKETING

One-on-one interactions with potential visitors at manufacturing / selling hubs, informing them about the show and registering their visit.



CONTEST ON SOCIAL MEDIA

Contests on social media to engage visitors



TELE-MARKETING

Tele-calling our data of potential visitors comprising of manufacturers of food and health products.



BUYER WISHLIST

Special Invitations to key buyers of every exhibitor providing them with privileges such as fast-track, hassle-free entry to the exhibition, onsite conference and seminar sessions, and access to the VIP Lounge.



MOBILE APP

Access to exhibitor and product details, show features, and schedules right at visitors' fingertips, helping them easily find what they're looking for expand their professional network.

Enhance your presence at Fi India & Hi by maximizing your exposure to key players in the food & beverage industry.

Increase your brand awareness

Receive high-profile exposure

Benefit from months of targeted promotion for bespoke solutions to meet your specific business needs.

Supporting Associations



Media Partners



FOR MORE DETAILS

Sameer Mithia

T: +91 22 6172 7164 | M: +91 98196 15657 | E: Sameer.mithia@informa.com