



Food ingredients
India



Health ingredients
India



informa markets

Fi INDIA & Hi VIRTUAL EXPO 2021

CONNECTING BEYOND GEOGRAPHY

8-9 JULY 2021



WHAT IS Fi INDIA & Hi VIRTUAL EXPO?

Fi India & Hi Virtual Expo is the next progressive step in our brand's digital evolution. After the successful first edition in 2020, we are back with most insightful second edition.

And all of this is just one click away

OUR OBJECTIVE IS TO:

- ✓ Facilitate networking
- ✓ Help you explore potential business opportunities
- ✓ Aid in lead generation
- ✓ Provide vital insights about latest trends



BE FUTURE READY

Fi India & Hi Virtual Expo 2021 is designed to facilitate business growth, for new and existing clients in an age of travel restrictions.



WHY EXHIBIT WITH US



**REACH OUT TO A
GLOBAL AUDIENCE**
and elevate your brand
beyond geographical
boundaries



**IMPROVED
CONVERSION** rate,
zero set-up and
running costs



BOOST YOUR SALES
and connect with
your potential buyers



FLEXIBILITY
Present, chat &
network from the
comfort & safety of
your office



**CONNECT | ENGAGE |
MAKE AN IMPACT** by
interacting with buyers
via chat, audio and
video tools



**EASY TO MEASURE
ROI** of your booth and
receive detailed,
real-time information
of your attendees



OVERVIEW OF VIRTUAL EXPO 2020



34+

Countries
Participation



3401+

Unique
Attendees



450+

Average Visitors at
Exhibitor Booths



4,692+

Total number of
document downloads



13

Technical Sessions
& Brand Presentations



543+

Visitors at 2 days
of Conference



1,289+

Attendees Spent
Over 1 Hour at
The Virtual Expo



622+

Audience at
Power Talks

TESTIMONIALS

"Our participation at Fi India & Hi virtual expo 2020 has been outstanding with a user-friendly platform. Everything was super easy be it attending the visitors or upload the documents. Thanks to the entire team."

Anuja Bhardwaj

Marketing Head, Ajanta Food Products

"It was a great experience, Fi India & Hi gave us a platform with a set of amazing features that counted for a seamless and best virtual event experience possible."

Cargill India

YOUR BRAND UNLEASHED

With our proficient in-house branding tools, we will give your brand the exposure it requires as a virtual expo partner



Targeted email campaigns to our database



SMS blasts and Whatsapp promotions



Visibility and lead generation through our high traffic web pages



Helping you collect e-visitors through personal calls



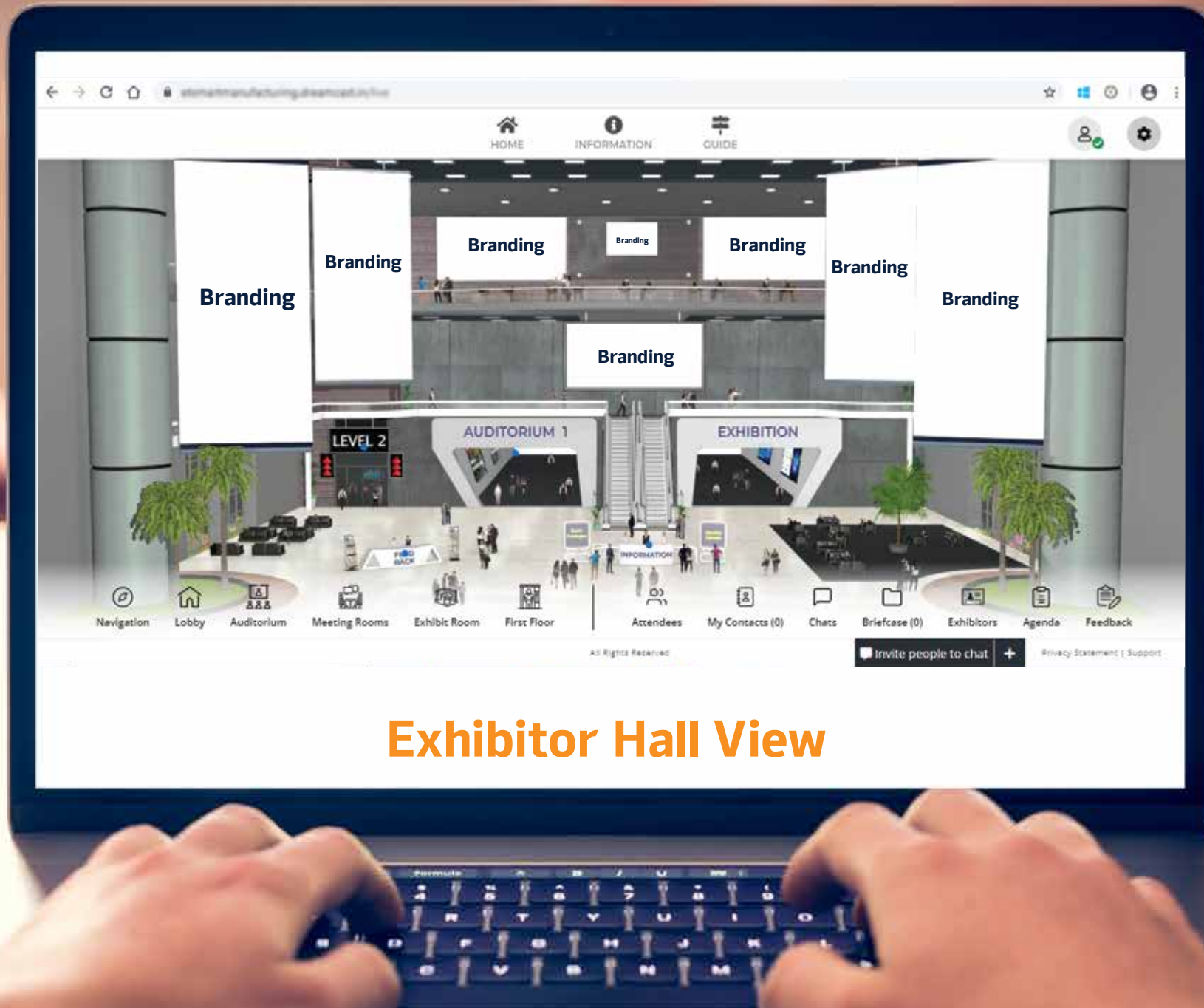
Promotion through media tie ups



High engagement generating content through our social media

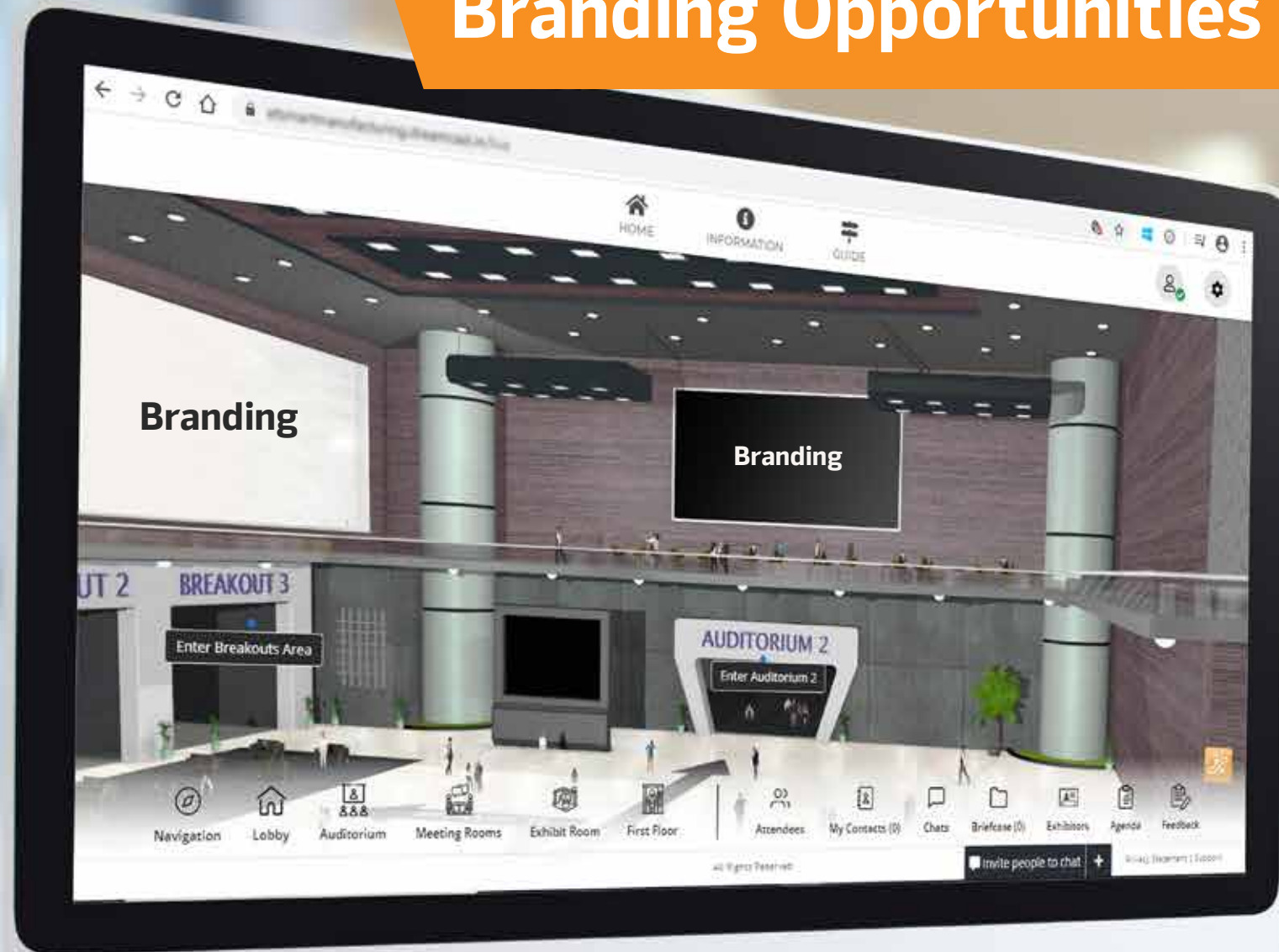


Branding Opportunities



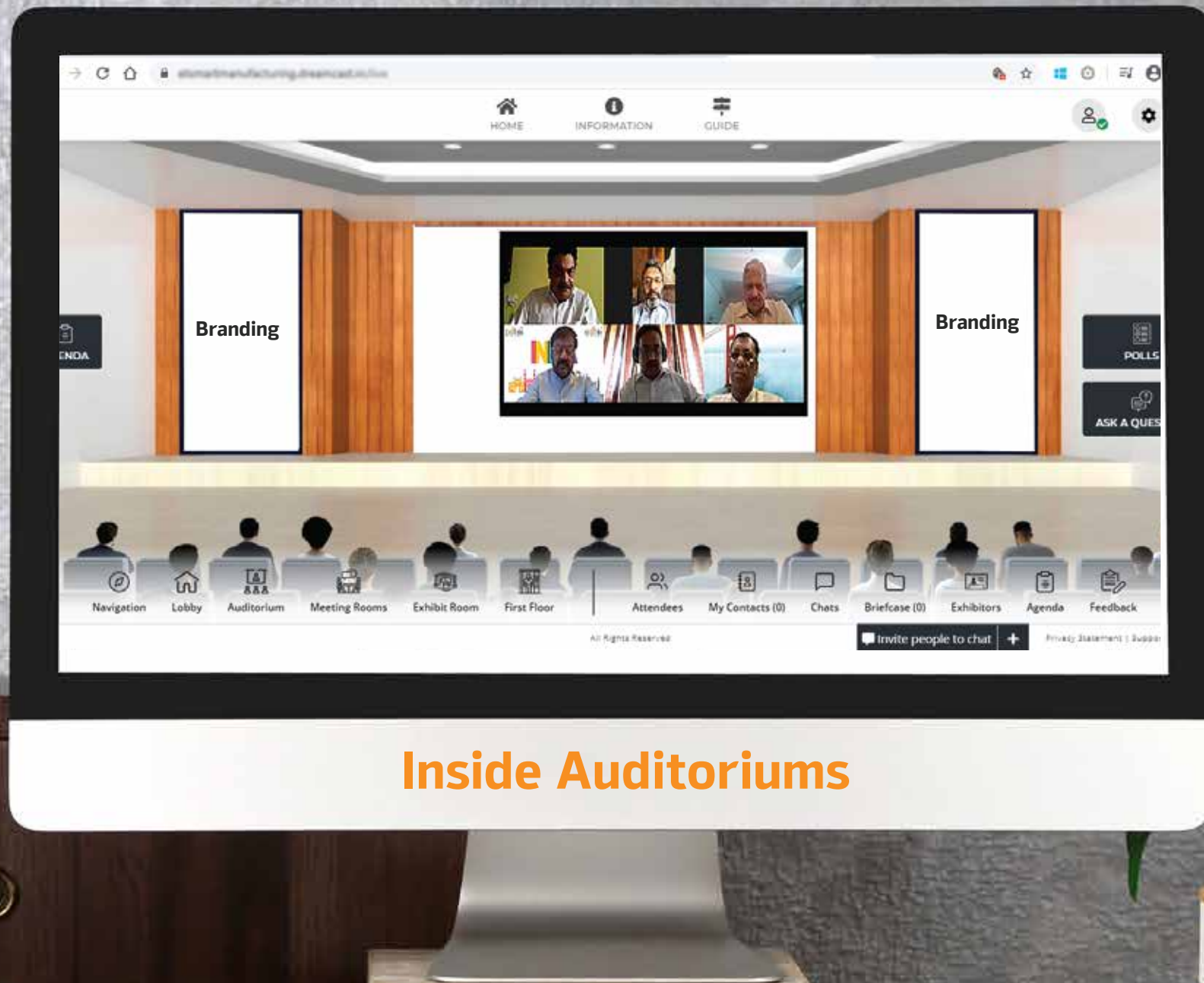
Exhibitor Hall View

Branding Opportunities



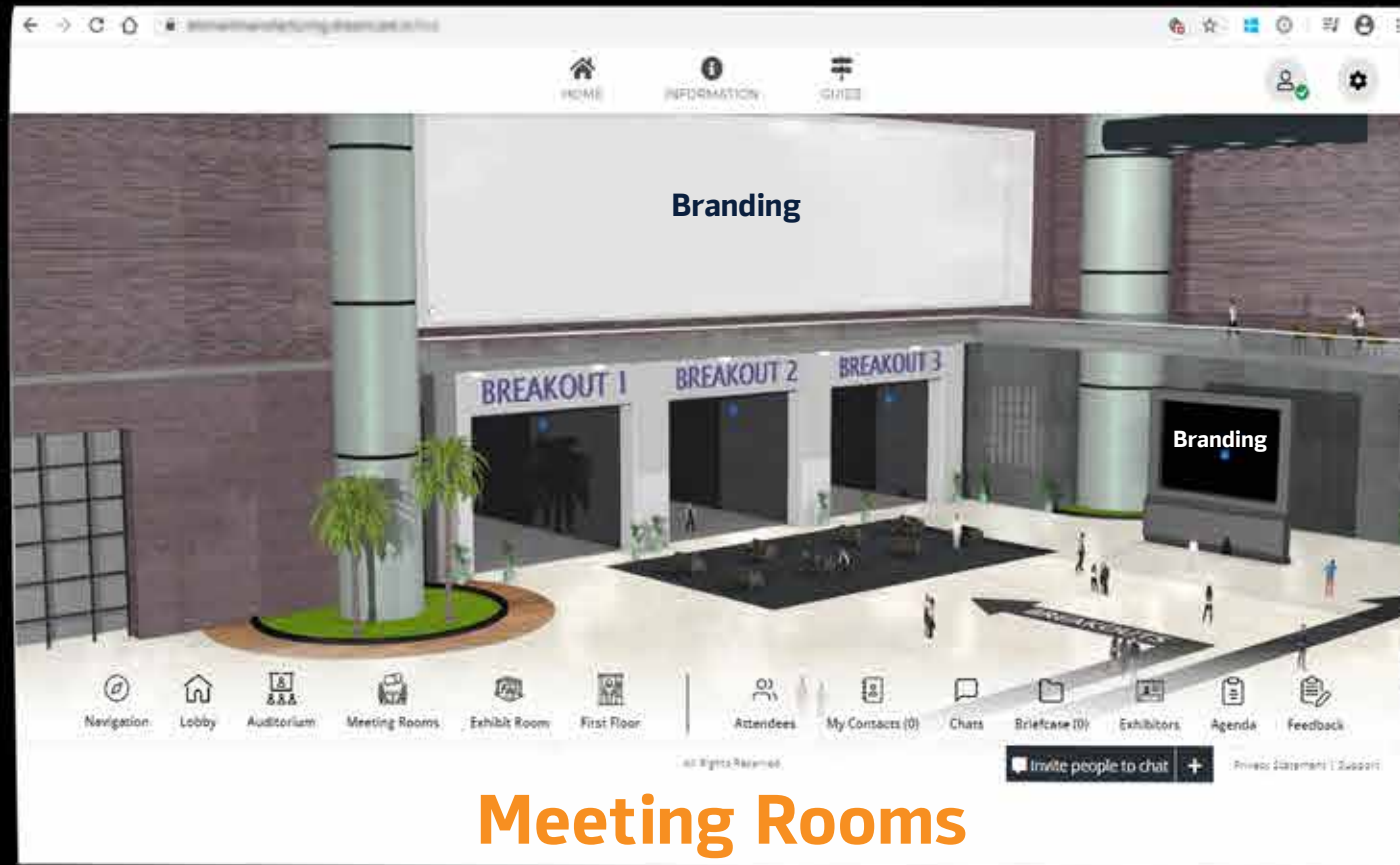
Auditoriums

Branding Opportunities



Inside Auditoriums

Branding Opportunities



Branding Opportunities

Inside Meeting Rooms

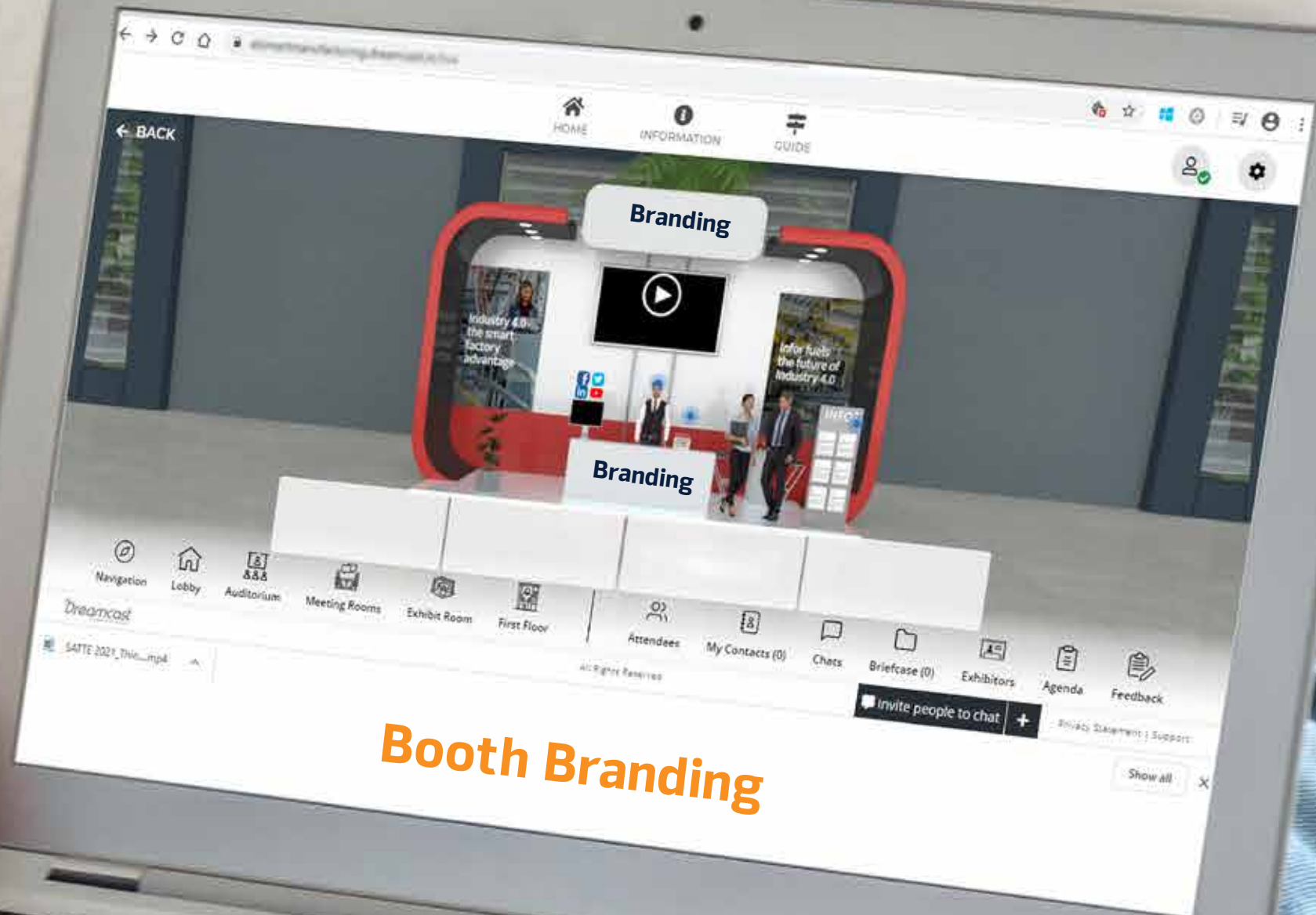


Branding Opportunities



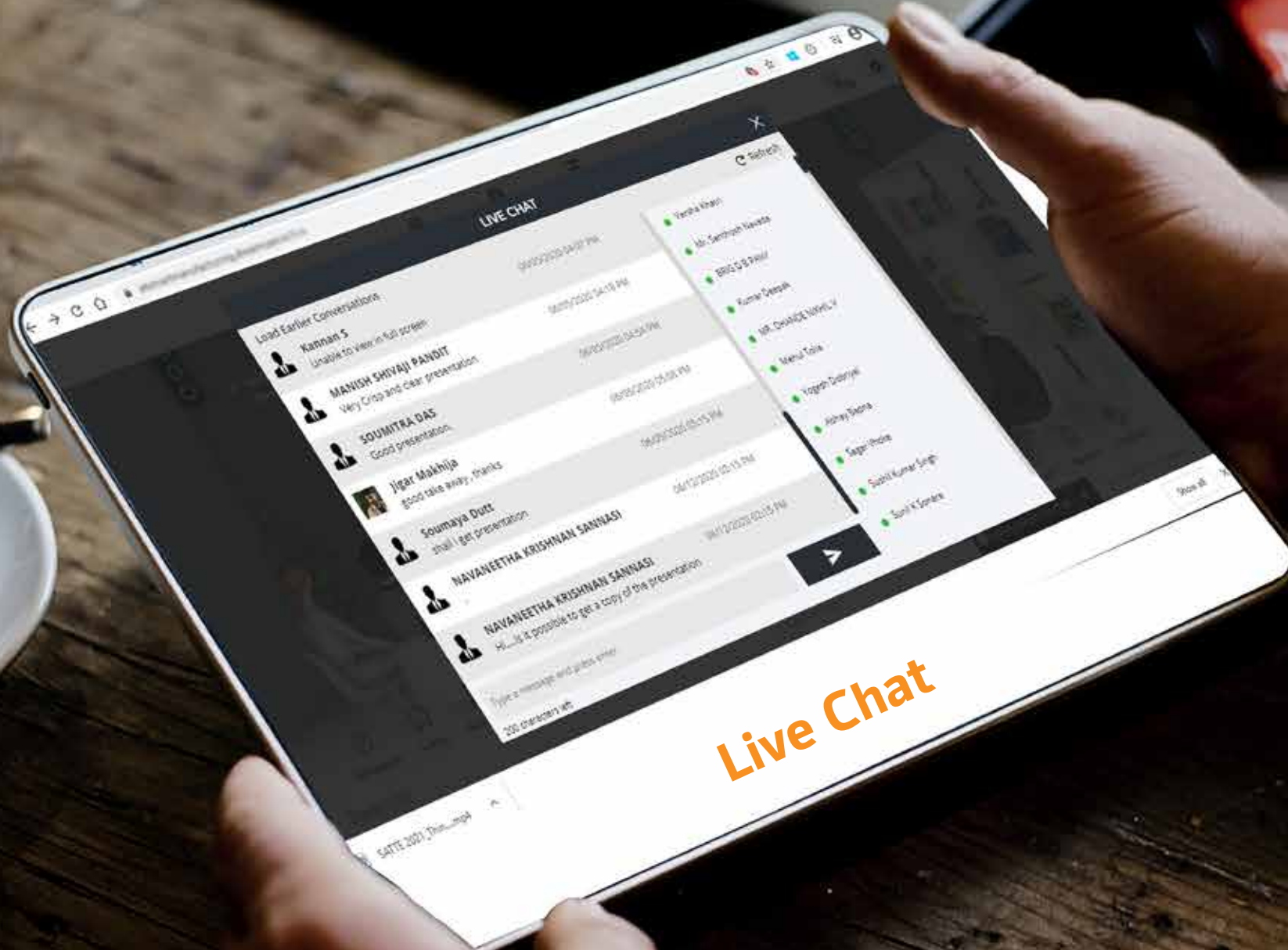
Exhibitor Hall View

Branding Opportunities



Booth Branding

Branding Opportunities



Live Chat

FAQs

Virtual booth customisation?

Virtual Booths can be customized and options can be given to the sponsors from templates that are available with the platform or the Sponsors can create their own designs and submit it to us in the specific sizes. We will create the environment.

How many team members are required?

We can expect 4 to 5 members from each sponsor to manage the booth from backend, 3 to 4 Booth representatives, who will interact with the attendees and 1 member for speaker session (if any).

What is the role of the person handling the virtual booth?

The booth representatives will be interacting with various visitors at the same time. There are chat, audio & video call functions at the virtual booth.

How will the marketing be done?

The virtual expo will be extensively promoted via email marketing, SMS, online ads, social media promotion and trade magazine publications.

How will the speakers present the webinar? Do they need to be present physically?

Speakers can do webinars via Webcast from their offices/workstations. They need to have a good internet connection, noise free environment.

Do the attendees have to download webinar software? Is it mobile compatible?

No software needs to be downloaded; you can join via a link that will be sent post registration. In addition, the virtual platform is mobile compatible, and attendees can join from any device. Try to use the latest version of Chrome browser for best experience. However, you can also use other browsers like Mozilla, Opera. Unfortunately, Internet Explorer doesn't support much. Microsoft IE, Microsoft Edge and Safari on Mac are not recommended.

Which tools will be available to connect with virtual visitors?

We are providing functions like chat, audio & video calls for live interaction with the visitors. Also, there will be interactive brandings, brochures & videos, which will help exhibitors to connect and collaborate with the visitors.



BOOK YOUR VIRTUAL BOOTH NOW

About Fi India & Hi

With a legacy of 15 years, Food ingredients India & Health ingredients (Fi India & Hi) is the most comprehensive B2B show in the Indian sub-continent for the food and health ingredients and processing and packaging industry. The show rotates annually between India's two thriving food hubs - Mumbai and New Delhi.

Food ingredients India

Launched in 2006, Food ingredients India has been known as a driving force to India's processed food sector and has a fundamental role as facilitating the industry's only meeting place. Both regional and global food professionals use this opportunity to learn about the latest industry developments, meet new business prospects and launch products to gain competitor advantage in the fastest growing food marketplace in the world.

By bringing the industry together, Fi India & Hi allows you to display your products to thousands of food professionals at once, and conduct business efficiently and effectively.

Health Ingredients India

Over the past two decades, the ingredients industry has evolved significantly with consumers seeking functional foods that offer beneficial solutions to whatever health challenges they may face. From antioxidants to anti-allergens and fat reduction to sports nutrition, nutrition and wellness is a growing trend with no end in sight.

To capture this market trend, the leading nutritional ingredients event, Health ingredients (Hi) India created a powerhouse exhibition that provides a complete 360-perspective of the health, nutritional and wellness industry.

To book your space or find out more about the Virtual Expo:

for India & Asia

Archana Shinde

archana.shinde@informa.com

+91 97696 65065

Sandip Chalke

sandip.chalke@informa.com

+91 84249 25443

for EMEA

Federico Fiorilla

Federico.Fiorilla@informa.com

+31 (0) 6 18 986 793

Co-located with:

PROPAK
INDIA

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