



21-23 September 2022
BIEC, Bengaluru

New Market, Newer Opportunities!

Fi India & Hi brings leading domestic and international ingredients suppliers, distributors and food & beverage manufacturers together under one roof!



Source
the best ingredients



Build a
network of trusted
connections in the F&B industry



Showcase
your innovative products and solutions



Learn
about the latest trends in the industry

ABOUT FI INDIA & HI

With a legacy of 15 years, Food ingredients India & Health ingredients (Fi India & Hi) has one goal – to bring the F&B industry together on the single platform. We are committed to support the entire spectrum of the industry by providing networking opportunities, knowledge sharing & technical sessions, product showcase, live workshops, sessions on latest trends etc. Fi India & Hi has enabled thousands of companies to establish and grow their business, build network and showcase their thought leadership.

Working together with the global food ingredients community, Fi India & Hi is the India's leading **food & beverage** industry event and a meeting place for leading domestic and international ingredient supplier, distribution, and manufacturers from across the world.

This year, for the first time, the event is scheduled at **BIEC, Bengaluru**. Be a part of the event in the new market & explore new opportunities.

Why South India?

- **Top FMCG companies** in south India with manufacturing units - Britannia Industries, Nestle India, ITC, MTR, Foods, Mondelez
- **75%** of spices exports from India are sourced from South Indian states
- South India is production **hub** for turmeric, tea, coffee
- Karnataka has about **54,905** agro processing units
- Karnataka has **41** mega food parks, **110** acre integrated mega food parks
- **171** FoodTech startups in Bangalore
- Bengaluru is automation and IT hub, leading the automation services for **F&B sector**



FI India & Hi 2021 - Facts & Figures



3418+
Attendees



Hybrid
Physical +
Online



80+
Exhibiting
Companies



180+
Brands On
Display

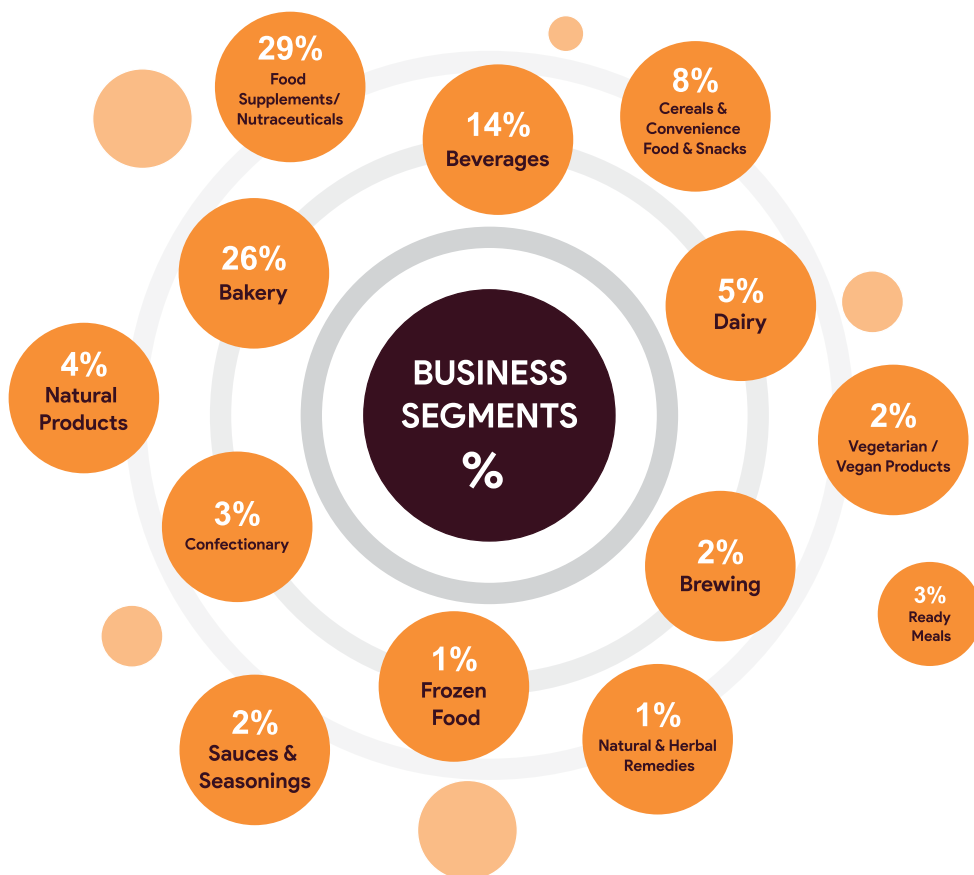


3 Days
Of Business,
Learning
& Networking
Opportunities

VISITOR'S ANALYSIS

Key Profiles

- ✓ Manufacturers - Food & Beverage Products, Ingredients
- ✓ Research & Development professionals, Food Technologist
- ✓ Distributors - Food & Beverage Products
- ✓ Food Safety & Quality experts
- ✓ Retailer – Food & Beverage Products
- ✓ Startups in food and health
- ✓ Govt. Officials & Academicians



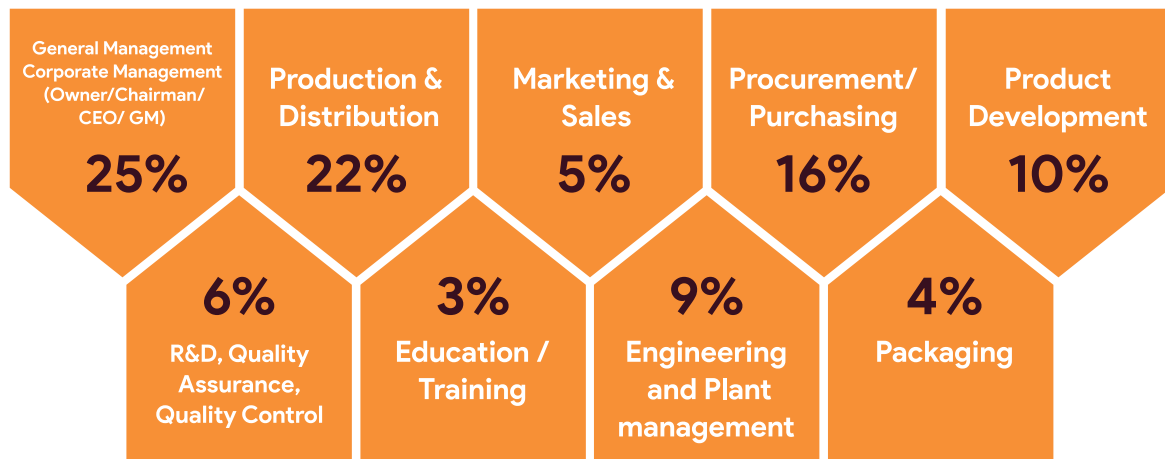
Domestic Visitors State -wise Breakup

North 74% East 4%
South 8% West 14%

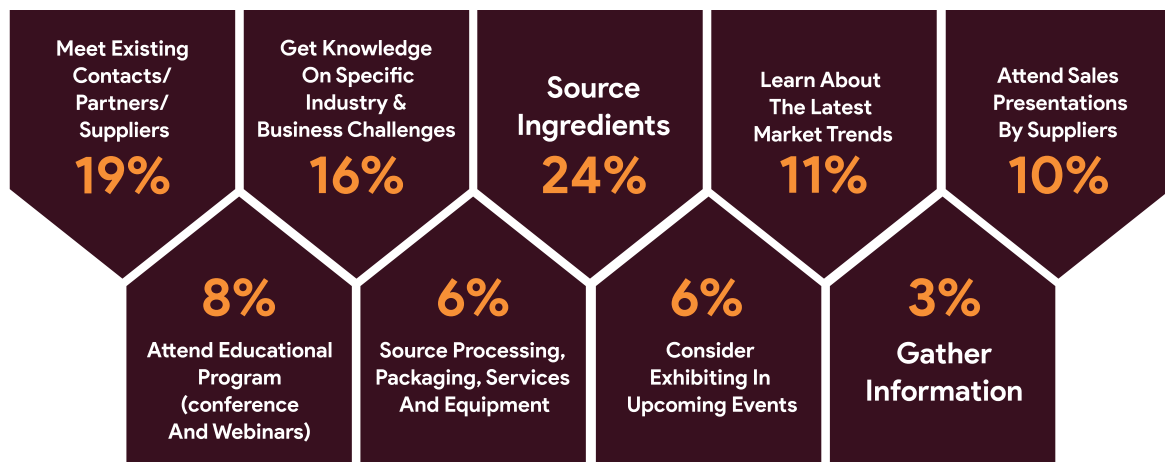
Top Participating Countries

Canada USA
Nepal UAE
Thailand

JOB RESPONSIBILITIES



MAIN REASON FOR VISITING



TOP VISITING COMPANIES



And Many More...

VIRTUAL EXHIBITION ANALYSIS

Total Visitors

 **1500+**

Visitor Activities

View Exhibitors Video **485** Times

Brochure Downloaded **472** Times

B2B Meeting Request **169** Times



VISITOR PRAISES

“ We are regular visitors at Fi India & Hi. It has always been an enriching experience in terms of ingredients & innovative applications. ProPak is also a very good platform & it is growing every year with new technology and innovations ”

Girish Atre, Director, Srujan Foods Pvt Ltd

“ We were looking for joint ventures, who can be good suppliers for us & purchase points. Also, to know about the new trends, start-ups and industry updates. It's a great event. It is a safe and secure platform for the industry. Fi India & Hi gave a very good experience ”

Dr Madhu Nicholas, Director & COO, Bio-Med Ingredients

EXHIBITOR'S ANALYSIS

Key Exhibitor Profile - Food Ingredients

- ✓ Flavours & Fragrances
 - ✓ Natural Ingredients
 - ✓ Additives / Enzymes
 - ✓ Herbs, Spices & Seasonings
 - ✓ Starches and Gaur Gums
- And Many More...



Key Exhibitor Profile - Health Ingredients

- ✓ Dietary Supplements
 - ✓ Plant Extracts
 - ✓ Proteins (Fish, Meat, Poultry, Milk & Plants)
 - ✓ Vitamins & Minerals
 - ✓ Sweeteners
- And Many More...



PRIMARY OBJECTIVE OF EXHIBITING



96% Of Exhibitors Satisfied With The Show

87% Of Exhibitors Will Attend The Show In 2022

98% Of Exhibitors Will Recommend The Show To Their Friends

TOP EXHIBITING BRANDS



& many more...

WHAT EXHIBITORS SAYING

Don't just take our word for it. Hear what some of our many satisfied exhibitors had to say about their participation in Fi India 2021

“ We have got very good leads, better quality prospects. This is the second edition we are participating in Fi India & Hi. The response is really good & getting the orders as well. A proper bonding happens in this exhibition. People coming here, are looking for food ingredients. We have many prospects, which are now converted into our regular customers. Very good opportunity to network with the industry. In this COVID scenario, we have very less options & we are glad the response we got in this face-to-face exhibition. This expo is diversified & very good platform for the ingredients industry. ”

Mahesh Jarad, National Sales Manager, Hexagon Nutrition
Stuti Gupta, Sales Manager, Hexagon Nutrition

“ Fi India is always been a flagship show, it is a ground for a business to engage, grow & nurture. We are regular participants of Fi India & Hi. To be very honest, we were expecting lower footfall due to the pandemic, but thanks to the Fi India team for putting a lot of efforts in getting good number of quality people. Thanks a lot for this outstanding event. ”

John George, Head Sales & Marketing, Synthite India

“ I would like to thank Informa Markets for organizing such a fabulous event this year. We are associated with FI India family for more than a decade. It's always been a great opportunity for us. We always get good leads, business ventures & customers from different segments. All the covid safety protocols & precautions are being followed at the expo. Great efforts taken by Informa Markets. ”

Sachin Gokhale, National Sales Manager,
Matrix Flavours & Fragrances India Pvt Ltd

NETWORKING & LEARNING AT THE SHOW

A wide range of onsite & virtual/online features provided knowledge, insights and technical know-how into the latest trends emerging in the food, beverage, dairy, and health industry to the visitors. The insights acquired across various forums enriched the visitor experience and satisfaction.

Conference Program

Technical Sessions By Leading Industry Associations Like Afsti – Delhi Chapter, Suman Food Consultants, Society Of Indian Bakers, Udyogprerana And Fisci Were The Key Highlights And Gave The Visitors Value For Their Money.



B2B Match Making

As every single attendee has a hidden agenda. Instead of preventing them from achieving what they came for and helping them have meaningful interactions, B2B Match Making service enabled the attendees to pre-schedule one-on-one meetings with those suppliers who are truly relevant for them.



Bakery Workshops

A live workshop conducted by Assocom Institute of Bakery Technology & Management (AIBTM) demonstrated the actual usage of the ingredients displayed on the show floor. Further the chef also demonstrated the benefits of US Blue Berry and a range of cookies made from it.



Product Showcase

It was the great opportunity for our exhibitors to deliver power packed sessions explaining their products to visitors to get new perspective on what they have and how it can benefit the visitors to boom their business.



Virtual Platform

The show was in its new hybrid format, combining the benefits of the traditional physical exhibition with the added flexibility of a virtual event. The platform allowed technology & service providers to exhibit, network and conduct business during the days of our event.



Co-located with ProPak India

ProPak India is ideal platform to connect every level of the rapidly expanding processing and packaging industry value chains, ProPak India is aimed at the manufacturing industry for whom packaging is an integral growth driver.



CONFERENCE PROGRAMME



CONFERENCE HIGHLIGHTS:

- ✓ Sustainable Food Technology: The Future of Food
- ✓ Innovative technologies for food processing industry
- ✓ Panel discussion: Roadmap for start-up in food industry
- ✓ Government initiatives for scaling up the food processing industry
- ✓ Emerging trends & opportunities in bakery sector

CONFERENCE PARTNERS:



Delhi
Chapter



SPEAKERS TESTIMONIALS

Post Covid, This Event Was Much Needed. Whenever We Talk About Food Advancements And Science, We Prefer To Showcase Them To Reach Out To The Industry At Large. Exhibitions Play A Major Role To Achieve This And Their Impact Is Large. In This Kind Of Expos, Face-To-face Interactions Give Us Different Experiences; We Come Across Various Technologies & People From Different Sectors. This Time, Fi India & Hi Expo is Very Well Organised. It's An Informative Platform For The Entire Industry. A Good Number Of Footfalls But A Safe And Secure Environment.

Dr. Shalini Sehgal,
President - AFSTI - Delhi Chapter

It Has Been A Good Experience Going Through The Exhibition. It Is A Good Way To See Development In The Sector. In This Globalised World, This Is A Bigger And Better Platform To Experience The Current Trends, Updates Of The Industry. It Helps To Improve The Business. This Event Is Happening After A Little Bit Of A Gap, but The Arrangement And Facilities Provided By Informa Markets Are Really Good. It's A Great Experience To Be Here.

Dr. Jasvir Singh,
Regulatory, Scientific & Government Affairs Lead,
International Flavours & Fragrances

MARKETING CAMPAIGN

Highly Effective Promotional Activities Before And During The Exhibition Were Appreciated By Stake Holders And The Results Complemented It. The Marketing Campaign Ensured Our Attendees Got Maximum Exposure To The Immense Business Opportunities.



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 Show



Radio

Radio Spots To Attract More Visitors Informing About The Show Were Done In Leading Radio Channels



VIP Engagement

Special Invitations To Leading Industry Associations, Government Bodies And Top Companies



Electronic Mailers

Emailers Promoting Show Features And Market Trends Are Sent Out To Our Database As Well As Clients Database Of Exhibitors, Media Partners, And Supporting Associations.



SMS Campaign

SMS Messages To The Industry To Send Updates On Show Features



Newspaper Advertisements

Advertisements In Leading Mainline And Regional Newspapers Before And During The Show Days



Buyer Wishlist

Special Invitations To Key Buyers Of Every Exhibitor Providing Them Privileges Such As Fast Track HassleFree Entry To The Exhibition, Onsite Conference And Seminar Sessions And Use Of The Vip Lounge



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



Tele-Marketing

Tele-calling Our Data Of Potential Visitors Comprising Of Manufacturers Of Food And Health Products



Contest On Social Media

Contests On Social Media To Engage Visitors

INDUSTRY EXPERTS TESTIMONIALS

“

The exhibition is really nice. It is very heartening to see the efforts Informa Markets has put in post COVID. These kinds of events are important because they help to get the latest knowledge, trends & techniques. On this platform, there are international participants showcasing their products. Which helps to understand what is happening worldwide in the industry. It helps to increase our perspective & grow the business. I liked the venue & all the facilities provided in Fi India & Hi, ProPak India. It's been a pleasure to be here.

SUNIL MARWAH, CEO – FICSI



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“

We have been associated with this event as knowledge partners for many years. We are all coming out of the pandemic & Informa Markets is the first organiser to arrange an event like this. I liked that the event is present in both formats - physical & online. This is the perfect & biggest platform for the industry, which allows both the sides – manufacturers & buyers to network on the common platform & build the future of the business. It is the best event, unique platform & wonderful opportunity..

SAGAR KURADE,

Managing Director,
Suman Food Consultants



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Media Partners

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FOOD TRADE**
Journal for Global Food & Beverage

**BEVERAGE &
FOOD WORLD**
Leading Premium Food Industry Journal in India

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MONTHLY NEWSPAPER FOR F&B INDUSTRY

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SOUTH ASIA

ifttrade.com
Online B2B portal for Food & Drink Industry

Packaging
SOUTH ASIA

PrintWeek

THE
Ice Cream & Bakery FOODS

THE PACKMAN

The Pharma Review®

WhatPackaging?

Supported By

AFSI
Association of Food Suppliers
Mumbai Chapter



ASPA
Authentication Solution Providers' Association

CHAMBER FOR ADVANCEMENT
OF TRADE & BUSINESS

foodtech
potishalo.com

HADSA
Health Food and Dietary Supplements Association

IFCA

IIFPT

SUMAN
PROJECT CONSULTANTS

SIES
School of Packaging
Rise With Education

& many more...



Food ingredients
India



Health ingredients
India

Co-located with

PROPAK
INDIA

ProPak India is the ideal platform to connect at every level of the rapidly expanding processing and packaging industry value chains, ProPak India is aimed at the manufacturing industry for whom packaging is an integral growth driver.

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.

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