



# India

Mumbai

17-19 August 2023



informa markets

Fi India is the preeminent expo in India for the Food, Beverages, and Health Ingredients Industry



Co-located with

**PROPAK**  
INDIA



# Fi India event overview

Fi India is the place to get your foot in the door in this lucrative food ingredients industry, and for the last 16 years the event has been significantly contributing to the growth of the food and health ingredients industry. Stalwarts of the industry from India and abroad gather and share their expertise and innovative new ingredients and learn about the trends and developments in the industry.

Food Ingredients is a global expo, organised every year in various countries of Asia, Europe, Africa, North America & South America.

Fi India 2023 is the 17th edition of Fi India, which will take place in Mumbai from 17-19 August. Last year, for the very first time, Fi India was held in Bengaluru.

## Coming back to Mumbai!

Mumbai, the capital city of Maharashtra, is the most prominent location to gather changemakers at one place. The city has a thriving food and hospitality industry, and it is a hub for all big FMCG groups like Parle, HUL, Godrej, Mondelez International, ITC, Dabur, Nestle, Bisleri, Jubilant food works, Britannia etc.

Fi India in Mumbai has always been a successful experience and a convenient location for our attendees.

With these considerations, we are organising, Fi India 2023 at the Bombay Exhibition Centre.

Be a part of Fi India 2023 and witness an awe-inspiring event.

## Fi India & Hi 2022 at a glance



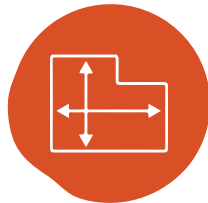
**8140**

Total attendance



**200+**

Exhibiting  
Companies



**13.000+**

Business  
Space



**3 Days**

Networking Events



**35**

Visiting  
countries

## Why should you exhibit?

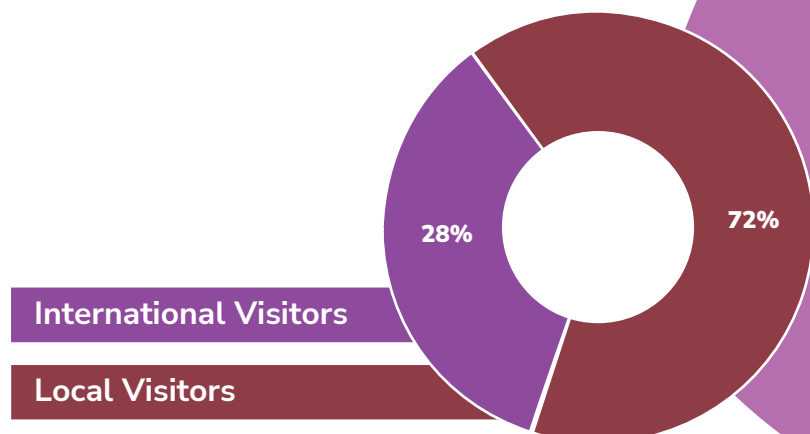
Nothing can  
compete with a  
face-to-face  
interaction

Excellent  
opportunity to  
increase your  
brand value and  
generate  
awareness

Find out and  
learn further on  
the latest trends  
in the F&B  
industry

Know your  
competition and  
plan your  
marketing  
strategy in a  
more efficient  
manner

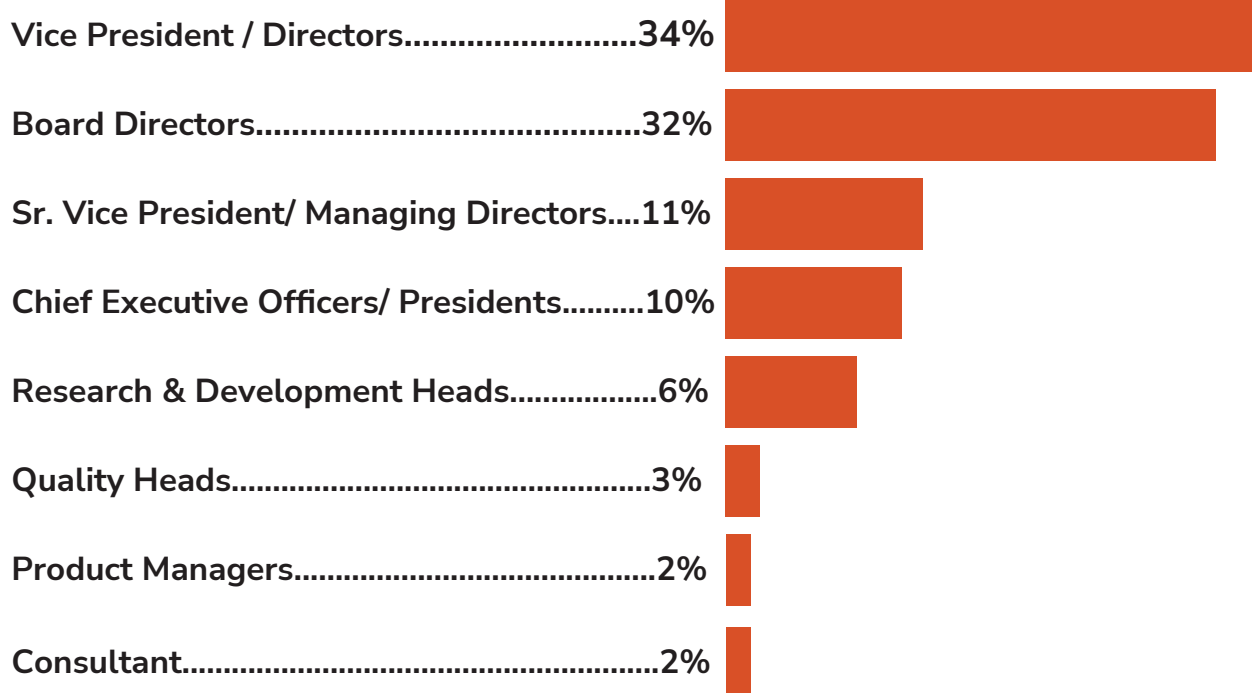
# Visitor Profile



“Fi India & Hi is a great platform to bring all the food, beverage and health ingredients industry partners together in one place. This year the theme was dominated by plant-based food ingredients. Plant-based industry is growing at a fast pace in India and, as you can see, many big brands exhibited this year. Brands like TATA and ITC entering the plant-based sector will make a huge difference in the coming years. Plant-based Food Industry Associations is proud to support Fi India & Hi, which is co-located with ProPak, a great exhibition in Packaging and processing industry.

Mr. Sanjay Sethi  
Executive Director  
Plant Based Food Industry Association

## Job functions



## Top business activities

1. Manufacturer: Food & Beverage Products, Ingredients
2. Food Technologist, Research development & Scientific professionals.
3. Distributor: Food & Beverage Products
4. Retailer: Food & Beverage Products
5. Consulting, Manufacturing, Microbiology firms
6. Food Safety & Quality Services experts, Education & Training Experts.
7. Startups in Food & Health
8. Government officials and Academicians



“Fi India is an outstanding exhibition where you can meet a lot of people and knowledge partners from across the world. It's a fantastic forum where you can exchange ideas and build good business relations. Fi India & Hi gave me the opportunity to meet right audience. I feel this expo should happen every year in Bangalore as it is the startup capital of India and it requires a lot of such exhibitions to happen here.”

**Dr Parag Vilas Nayak,**  
Principle Technologist  
ITC Limited

## International Visitors



AUSTRALIA



CHINA



JAPAN



THAILAND



AUSTRIA



CANADA



DR CONGO



MALAYSIA



UAE



PERU



FRANCE



ITALY



MAURITANIA



POLAND



BELGIUM



GERMANY



NAMIBIA



BANGLADESH



KOREA



TANZANIA



IRAN



NEPAL



RUSSIA



SRI LANKA



USA



BRAZIL



NETHERLANDS



VIETNAM



SINGAPORE



# MAIN REASON FOR VISITING

12%

Meet existing contacts/  
partners/ suppliers  
and establish contacts

13%

Source products / ingredients  
and increase purchasing  
opportunities

09%

Evaluate the show  
for future participation

42%

Gather information of  
the industry, latest market  
trends and & business challenges

24%

Source processing,  
packaging, services  
and equipment

## Visitor Segment

 Bakery & Confectionary	 Beverages	 Cereals & Convenience Food & Snacks	 Brewing and Wine & Spirits	 Meat & Meat Products	 Seafood Products	 Sauces & Seasonings	 Frying and Culinary Fats	 Personal care
 Dairy	 Desserts	 Fruit & Vegetable	 Vegetarian / Vegan Products	 Infant Nutrition / Baby Foods	 Food Supplements & Nutraceuticals	 Natural Products & Herbal Remedies	 Healthy Food & Beverages	 Pet Food & Animal Nutrition
 Sports Nutrition	 Pharma	 Automation Technology	 Production, Components & Packaging technology	 Supply chain & Warehousing Solutions	 Consultancy & Business support	 Process control	 Recycling & technologies	 other

## Key visiting companies

A small sample of visitors who attended the show


















and more...



# EXHIBITOR PROFILE



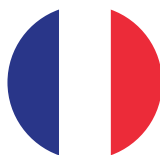
## Primary Business Activities

 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)
 Dairy	 Sweeteners	 Antioxidants	 Pre-biotics / Pro-biotics	 Encapsulated ingredients	 Vitamins & mineral

## Top Exhibiting Countries



BELGIUM



FRANCE



CHINA



THAILAND



# SHOW HIGHLIGHTS

3

Day Conference

15

Discussion topics

19

Speakers

232

Attendees

## Conferences



Industry experts congregated at these knowledge-sharing sessions to discuss what were the latest market trends, challenges and the progress made by the Food and Beverage industry. The three-day conference and panel discussions were conducted in association with AFSTI and CASMB during Fi India & Hi 2022.

## Fund Quest



For the first time, we organized Fund Quest during Fi India & Hi expo. Investors and investees participated in fund quest talks where investee companies from Food, Packaging or allied industries were invited to pitch their ideas live to investors. The best business idea was selected for further support by the investors.

## Workshops

A two-day live demonstration was conducted in association with USA Blueberries and (SICA) South India Chef's Association.



### Mr. Shorya Kapoor

**Chef & Bakery Technologist**

Mr. Shorya Kapoor made delicious recipes from Blueberries and conducted seminar on Formulate Cake Premix with Blueberries on the first & second day of the expo.



### Chef Santhanam

**Executive Pastry Chef**

Chef Santhanam created a sumptuous, healthy, gluten-free plated dessert - red quinoa orange cake with chocolate mousse, buckwheat milk crumble, caramelized and fresh mixed berries.

# SHOW HIGHLIGHTS

## Innovative Product Showcase Zone



The most innovative and newly launched products were showcased by exhibitors in Innovative product showcase zone during Fi India & Hi 2022. A dedicated area was provided to our exhibitors to display products and sharing insightful information. We invited our visitors to discover the extensive selection of new ingredients and vote for the most liked product. We congratulate all the three winners for their quality and innovation.

**Winner:**

**Mane Kancor Ingredients Pvt Ltd**

**First Runner Up:**

**LD Foods**

**Second Runner Up:**

**Symega Food Ingredients**

## Co-located With Propak

Co-located with

**PROPAK**  
**INDIA**

ProPak India is a part of a global series of leading packaging and processing trade events, also a leading event in India. It is an ideal platform to connect with your target audience at every level in the rapidly expanding processing and packaging industry.





# What marketing campaigns are offered?

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 magazine.



## Online Advertisements

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



## 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.



## Public Relations

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



## Participation in Other Trade Events

Branding at other industry events for cross promotion.



## Tele-Marketing

Tele-calling our data of Potential visitor comprising of manufacturers of food and health products.



## Supported By



**Bangalore  
Chapter**



**CHAMBER FOR ADVANCEMENT  
OF SMALL & MEDIUM BUSINESSES**



& many more...

## Media Partners



& many more...

# Contact us for sales

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Scan QR code to  
**Book Your Stand for Fi India 2023.**

