

Fi North America: Leading platform for F&B ingredients is launched in the US

Partnering with SupplySide West, the co-located trade shows create the most comprehensive health, nutrition and food business opportunities

Phoenix, AZ (USA) /Amsterdam (NL), 13 June 2019: With a new concept, Informa brings the world’s most successful trade show for food and beverage ingredients to the US. Co-located with SupplySide West, the first edition of Fi North America will take place from 17 to 18 October 2019 at the Mandalay Bay Convention Center, Las Vegas. Visitors to the show are now able to broaden their access to top exhibitors from the health, nutrition and supplement arenas, and to leading suppliers of ingredients for the food and beverage industries, as well as packaging and processing solutions. While SupplySide West promises a full week of content for industry professionals, Fi North America will be located at the heart of the exhibition area for two days.

With more than 1,300 exhibitors presenting their innovations at both shows, and over 17,000 professional visitors expected, the co-located events celebrate their premiere in a highly creative and professional environment. Fi North America complements the event by offering a focused buying opportunity surrounding the latest innovations for the food and beverage industries. Natural colours, flavours and sweeteners, clean label solutions, on-trend healthy ingredients, organic and non-GMO alternatives, as well as co-packing and contract manufacturing services, are just a few examples of the scope of the new show.

Exhibitors, including leading international players such as Jungbunzlauer, Ingredia, ADM, Sensient and FONA International, will benefit from a visitor range made up of decision-makers from a wide array of business sectors. Half of them are expected to hold positions in general management and product development. As well as premium business and networking opportunities, the shows also offer a high-quality education platform: Event organizer Informa has set up more than 140 hours of presentations, workshops and summits to be held by some of the industry’s top experts.

Julien Bonvallet, Brand Director Fi North America, says: “Launching the Food ingredients brand in the US means that we have successfully completed a unique offer to the industry. Combining our strength with the prestigious SupplySide West event will create a strong platform for our exhibitors and visitors to accelerate their business in North America.” Jon Benninger, Vice President of Health & Nutrition at Informa, adds: “Fi North America, hand in hand with SupplySide West, offers a one-stop opportunity for discovering ingredients and solutions, sourcing from leading suppliers around the world, gaining insight into market opportunities, and ensuring compliance with regulatory requirements and consumer expectations.”

Tickets for SupplySide West and Fi North America are now available online and valid for both shows. Until 21 August, visitors can enjoy early bird prices.

About Fi Global

Food ingredients Global was launched in Utrecht, The Netherlands, in 1986. Its 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, the events, digital solutions and supporting products deliver a proven route to market, with a truly global audience. Since 2018 Food ingredients Global has been part of the Informa Markets portfolio. For more information about, please visit: www.figlobal.com.

About SupplySide West

Hosted by Informa Markets, this annual tradeshow and conference was named in Trade Show News Network's list of top 250 tradeshow in the United States. SupplySide West is all about the exploration, discovery, innovation and marketing strategy around the development of finished consumer goods that drive the global business economy. The SupplySide West 2019 show will be held October 15-19 at Mandalay Bay in Las Vegas. For more information, please visit www.supplysidewest.com.

About Informa Exhibitions

Informa Exhibitions, the global exhibitions division of Informa PLC, enables communities across the globe to engage, experience and do business by providing them with powerful platforms to connect across key regions and market verticals. Industry insight, coupled with an innovative and customer first approach, provides Informa Exhibitions' customers and partners with the opportunity to create business advantage and access markets, both digitally and face-to-face, 365 days of the year.

For more information, please reach out to akp public relations

Ms Katrin Wagner

wagner@akp-pr.de
0049 (0) 6201 18898 15

Birkenauer Talstrasse 9
69469 Weinheim
Germany

Fi Global

Ms Leah Barsema
Head of Brand Marketing
leah.barsema@ubm.com
0031 (0)20 708 1629

De Entree 73 Alpha Tower
1100 AS Amsterdam Z.O.
The Netherlands