

POSTSHOW REPORT 2022

HÍBRIDA



Food ingredients
South America



Natural
ingredients



Health ingredients
South America

Realization:



informa markets



BIG NUMBERS

The platform that connects the ingredients, food and beverage industry

The hybrid edition of Food ingredients South America was a major highlight in our annual journey of events, which connects the entire industry and fosters business and knowledge expansion throughout the year.

On-site fair in numbers:



10.000 +
professionals
visited the fair



5.085 m²
of exhibition area



100 +
exhibiting companies
representing 700+ brands
nationals and internationals



45 +
hours
of content



90 +
renowned
speakers



52
countries
present



9 experiences focused
on content, innovation,
relationships and
business

*general numbers from Food ingredients South America, which took place August 9-11, 2022

QUALIFIED VISITATION

Visitor Profile



Profile:

58%

hold a high-level positions

60%

of visitors are decision makers or purchase influencers



Manager / Coordinator / Executive / Supervisor



C-level / CEO / Partner / VP / Director



Assistants / Analysts and other non-managerial positions



Buyer



Consultant

QUALIFIED VISITATION

International Presence

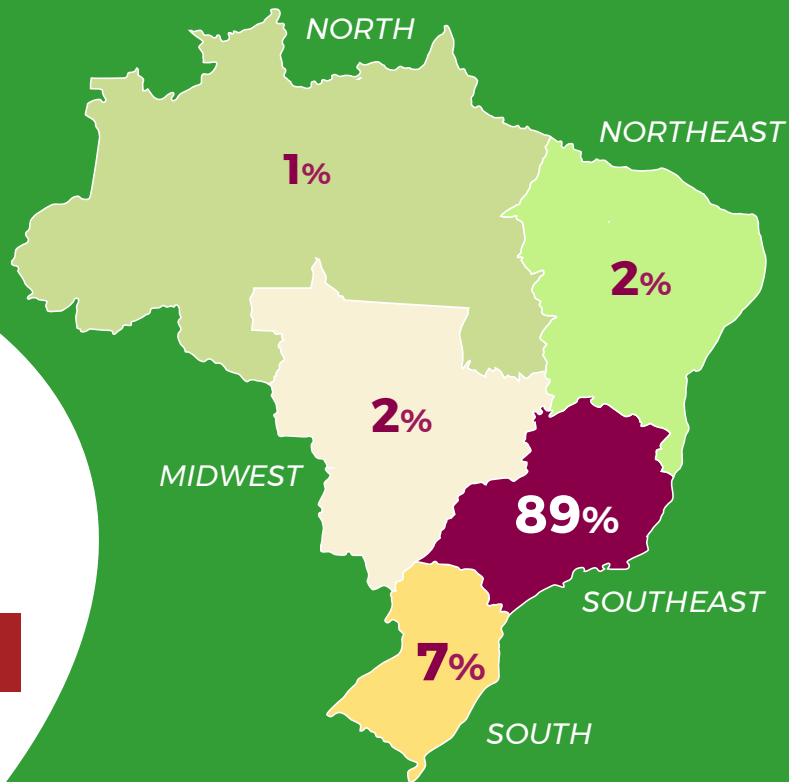
52 countries present

Latin America



• Argentina • Uruguai • Bolívia • Paraguay • Chile • Colômbia • Peru

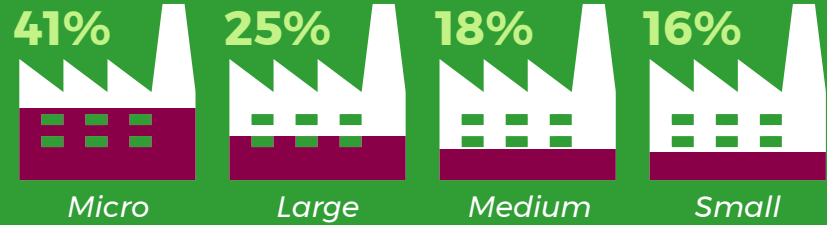
National presence



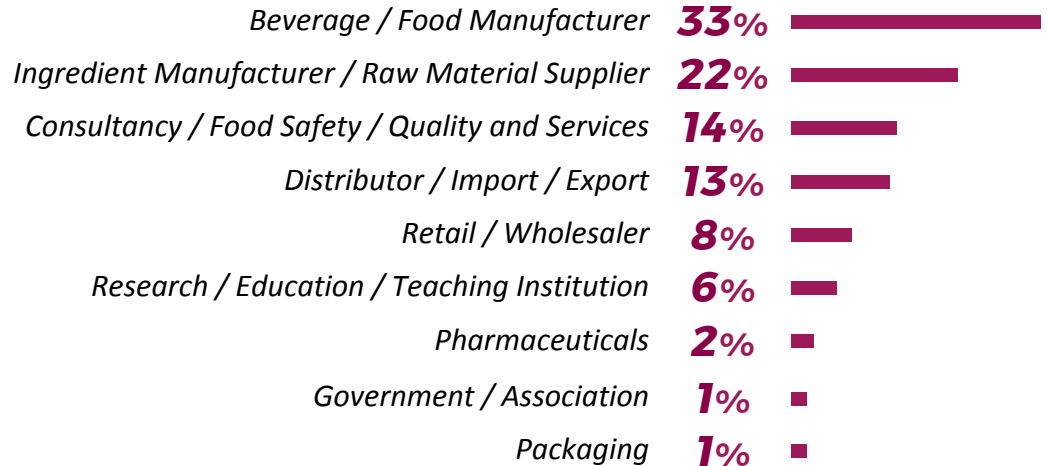
VISITOR PROFILE



Company size:



Business:



VISITOR PROFILE

Department



37%

Sales / Procurement / Marketing / Distribution

24%

R&D / Production

19%

Administrative / Engineering and Plant Management / Hygiene and Sanitation

12%

Consultancy / Training and Education / Legal Regulatory Affairs and Services / Finance

7%

Quality Control / Operations / Packaging

VISITOR PROFILE

Products Interest

- 1°  Natural Ingredients | Fruits, Vegetables and Fruit and Vegetable Products | Plant and Herbal Extracts
- 2°  Aromas and Spices | Flavoring
- 3°  Sugar | Sweeteners and Syrups
- 4°  Chocolate, Cocoa and Cocoa Products
- 5°  Functional Ingredients
- 6°  Vegetable Protein
- 7°  Preservatives
- 8°  Emulsifiers

20 main products of interest to visitors

- 9°  Dyes
- 10°  Organic Ingredients
- 11°  Labeling
- 12°  Cereals and Cereal Products
- 13°  Fibers
- 14°  Omegas and Essential Oils
- 15°  Fats and Oils
- 16°  Coffee and Coffee Products
- 17°  Collagen
- 18°  Prebiotics and Probiotics
- 19°  Enzymes
- 20°  Animal Protein

VISITOR PROFILE

Visitor Survey



90%

say they are completely satisfied with their goal of pursuing industry innovations

89%

of visitors said they were completely satisfied with their goal of meeting new suppliers and doing business

86,9%

said they will return in 2023

82%

of visitors said they were satisfied or extremely satisfied with the event

EXHIBITOR PROFILE

86,46%

consider Food ingredients South America the best event in the industry

83,8%

are interested in participating again in 2023

Level of satisfaction

**increased 7%
compared to 2019**

48%

of exhibitors initiated contacts at the event that will generate business in the next 12 months



Segments



Industries and ingredient distributors



Food safety, quality and service



Emerging technologies for the food and beverage industries



**Food ingredients
South America**

HÍBRIDA



**Natural
ingredients**



**Health ingredients
South America**

EXHIBITOR



It was gratifying to once again participate in the event, which is a reference for the market in which we operate. FiSA is a consolidated meeting point where we interact with customers and present our solutions to the market in a special way. We received important visitors over the three days, capable of leveraging business for months and hopefully many, many years to come.

Gelita (Sandra Lucchetti, Marketing Coordinator for South America)



This is the first time we participated in an event in Brazil. The company is French and is 75 years old, but we have only been here five years. And it was a success. It exceeded all expectations. We received many new people who were already familiar with some of our products, but who did not yet know everything we offer. We're here to strengthen the brand, make contacts. But projects have already emerged for our flavors, which should come to fruition in the coming months.

Prova (Tatiana Maricato, General Manager)



Success in the words of those who participated



We had very intense flow of people interested and looking for information about our ingredient technology with nanotechnology, as well as major players in the market wanting samples to test the development of technology for innovative products. We also welcomed customers who came to learn more about the new items in our portfolio. It exceeded our expectations.

Yosen (Daniel Callejon, R&D Manager)



The fair was very good and is getting better every day. We were a little afraid because of the pandemic, but the audience exceeded our expectations. It served both to strengthen the relationships we already had - in Latin America, face-to-face contact is very important - and to learn about new companies and generate new business. The food industry never stops, always seeking innovation and growth.

U.S. Dairy Export Council (Clarice Nagata, account coordinator)



ATTRACTIONS

9 parallel attractions lectures, networking, qualified content and experiences



1.300+ visitors participated in the simultaneous attractions of the event



45 + hours of content



90 + renowned speakers



ATTRACTIONS Content

The Summit Future of Nutrition congress broadened the debate about the alignment between Sustainability and Technology for food in the future through three topics: Food Ingredients, Health Ingredients and Natural Ingredients.



Number of participants: **209 delegates**

Delegates positions:

46% from managerial level up

54% buyers, executives, coordinators, consultants, and others.

Top 5 subjects of interest:

- ★ New Plant Based Regulatory Framework
- ★ Panel – New Functional and Health Claims (Anvisa Guide No. 55/2021)
- ★ Panel – Trends and Opportunities in Functional Foods–
- ★ Alternative Proteins and ESG – Alternative Proteins Emerge as a Solution to Mitigate the 34% Impact on the Environment with the Emission of Gases and Decarbonize the Food System
- ★ Supplier Solutions - A Mobile Life: The Ultimate Solution with Collagen



SPONSORS



Diamond Content Sponsor



Target Content Sponsor



Lite Content Sponsor



Content Sponsor



ATTRACTIONS Content

Intercompany, the FiSA Technology Bootcamp Master Sponsor, delivered a unique experience with content on digital transformation in the food and beverage industry.

**FiSA
Technology
Bootcamp**
by **Grupo
InterCompany**



**HUB
REGULATÓRIO**

Event that helped industries approve new ingredients on Anvisa's positive list. Partnership: Meta and Regularium.

Support: **Regularium**
INTELIGÊNCIA REGULATÓRIA EM ALIMENTOS

META
REGULATÓRIA

Solutions and news on ingredients presented by the industry's suppliers.

**Supplier
Solutions**



ATTRACTIONS *Experiences*

New Product Zone

Traditional in other editions of Fi around the world and sponsored by Mintel, NPZ displayed the exhibitors' innovations in special showcases.

Support: 



Plant-Based Experience

Content and experiences related to new trends in plant-based foods, also including vegan and vegetarian concepts.

Support:  



ATTRACTIONS *Experiences*



Innovation Tour

Guided tour to showcase the greatest innovations of the event.

Support: EQUILIBRIUM |  BHB
food




A space for tasting products that are trends, launches, and novelties in the market.

Tasting Experience

LOUNGE
Choco & Coffee
BY  PROVA

A sensory experience! A space for tasting a variety of flavors and innovations in coffee and chocolate drinks and products.

Sponsorship:  PROVA



PLATFORM

Digital

Content throughout
the **entire year**

3.299 users

72.058 total hits to the platform

65 hours of content
available on the platform

246 speakers

151 exhibitors



Most accessed pages

- ★ Exhibitors Showcase: **41.753 visits**
- ★ Future of Nutrition 2022 Summit Schedule: **8.032 visits**
- ★ Schedule: **7.927 visits**
- ★ BrainBox Content: **1.690 visits**
- ★ Pages with free content: **5.438 visits**
- ★ Online coverage of the 2022 FiSA on-site fair: **2.541 hits**

Data collected from
01/01/2022 to 09/30/2022



MEDIA PARTNERS and Supporters

Media Partners



Supporters



MEDIA Coverage

116 mentions in
traditional media

15 communication
pieces (releases,
newsletters and others)
115 published articles

115 published articles

Total estimated amount:
BRL 776,797.40



Food ingredients South America was widely publicized in the specialized media of the ingredients, food and beverage sector, achieving a valuation of more than **BRL 770,000**. Regional media outlets also ran stories, totaling media from **7 states in the country**.



2022 PHOTOS

ACCESS [HERE](#)



2022 VIDEOS

ACCESS [HERE](#)



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Our journey continues 365
days a year on the **FiSA**
Xperience Digital Platform

SEE YOU IN 2023

August 8-10

São Paulo Expo + Digital

Official Content
Channel



Partner
Strategic



Associated
with



Promotion and
Organization



fi-events.com.br