

**Fi Vietnam 2016 – the right ingredients for your success**

With a population of more than 90 million, Vietnam is one of the most promising consumer markets in Asia, benefitting from favourable demographics, rapid urbanisation and increasing disposable incomes. As a result, the Vietnamese F&B market has grown at a rapid pace, and consumers have started to prefer the convenience of packaged food and products, which take less time to prepare and eat.

Euromonitor predicts retail sales in the packaged food market in Vietnam to reach over US$12 billion in 2019, growing 30.7% from 2014. High growth products in the forecast include ice cream, chilled, and frozen processed food, ready meals, baby food, meal replacement, dairy, canned/preserved food and pasta. The world’s biggest brewer, Anheuser Busch InBev, said Vietnam is the “next turning point” for growth in Southeast Asia, when it opened its first brewery in the country last year. According to the Viet Nam Beer, Alcohol and Beverage Association the F&B sectors have enormous potential for development with a stable annual growth rate of 7-8%.

“Food ingredients (Fi) Vietnam is unique. It is the only event dedicated solely to food ingredients in emerging Cambodia-Laos-Myanmar-Vietnam (CLMV) countries,” noted UBM Asia (Thailand) Business Director, Rungphech (Rose) Chitanuwat. “Moreover, Fi Vietnam 2016 is so much more than just a trade show, offering conferences, seminars and in-depth Insight especially in the beverage sector and unmatched networking opportunities with food professionals in industry, government and academia, from not just around the region, but also around the world – the right ingredients for your success. Come to meet your new business partners and customers. You can see, touch, taste and experience the newest food ingredients, look at the latest trends, and the most recent innovations driving food science and product development.”

With an expected 4,500+ visitors, and more than 150 exhibitors from Vietnam, France, Germany, Poland, Italy, Thailand, India, Japan, Taiwan, China, Malaysia and Korea, Fi Vietnam 2016 gives you even more opportunities to do business. Chitanuwat noted that “this growth could not have been achieved without the ongoing support of our trusted partners, including the Vietnam Association of Food Science and Technology (VAFoST), Cambodia Association of Food Science and Technology (CAFST), Food and Foodstuff Association of Ho Chi Minh City (FFA) and Vietnam Beer, Alcohol and beverage Association (VBA).”

UBM is excited to again support the prestigious annual VAFoST Young Achievers’ Safe Food Competition, with the support of the Saigon Technology University. “UBM is always looking to the future of the industry. We aim to support students and encourage them to become the next generation of food scientists,” Chitanuwat added. “This year, the competition theme is ‘Greener food products for the ASEAN consumers’. Undergraduate students from universities and colleges with Food Technology programmes in Vietnam and Cambodia are required to create innovative packaged food products (new formulations, new product formats, new packaging etc.) from domestic material resources that are stable at room temperature. UBM has supported students by providing funds to the 20 teams, to develop their competition entries. Also, we support space to showcase their development at Fi Vietnam 2016.”

Now is the time to begin making plans to join us for Fi Vietnam 2016, on 18-20 May at the Saigon Exhibition and Convention Centre. Add us to your calendar, and get ready to discover the industry's best products and newest solutions to improve your business. You can register online at www.fi-vietnam.net/register to receive your free three-day entrance pass, a free show catalogue and free entrance to all onsite features. You will also find a full list of confirmed exhibitors, conference and seminar programmes, and so on.

**About The Organiser**

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 32 offices and 1,300 staff in 24 major cities. We operate in 19 market sectors with 230 exhibitions and conferences, 28 trade publications, 18 online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world