

Fi Europe gears up for its best edition yet

The unmissable ingredients show returns to Frankfurt with additional features.

Amsterdam, Netherlands, August 2024: Fi Europe is gearing up for its biggest and best year ever. From 19-21 November 2024, Messe Frankfurt will host the leading global event for food and beverage ingredients. More than 1,500 exhibitors and a programme of expert presentations will showcase innovation, share insights and foster business relationships. Over 25,000 visitors from 135 countries are expected to attend and exhibitors will include ABF Ingredients Group, Azelis, Brenntag Holding GmbH, Cargill, Fonterra and Prinova.

The main show arena will feature exhibitors from across the full F&B ingredients spectrum including, for the first time ever, a Petfood Suppliers Hub where visitors can explore the latest ingredients and technologies for pet nutrition. The health ingredients area is dedicated to functional F&B ingredients with proven health benefits. And the expanded Food Manufacturing Technologies & Solutions Area is a one-stop destination for those seeking practical and innovative ways to optimise their supply chain and future-proof their operations, from R&D to delivery.

Fi Europe has a strong track record of facilitating business partnerships that deliver successful products. As well as comprehensive exhibition halls offering an opportunity to meet with the best in the business, Exhibitor Showcases will allow innovators to share their unique ideas. All visitor passes also include free access to the Innovation Hub, which will run throughout the show, with a bustling programme of presentations and discussions covering a range of opportunities. Free access to the two-day Fi Europe Conference (19-20 November) is included with all visitor passes too. During a rich variety of expert-led sessions, speakers will focus on solutions for current industry challenges and immediate opportunities for R&D and product development.



Yannick Verry, Brand Director, Food ingredients Europe & Americas, says: “We’re excited to be back in Frankfurt for Fi Europe 2024. The event has been growing and evolving with the needs of the F&B ingredients industry and we’re constantly looking for new ways to offer a bigger and better platform for our exhibitors and visitors to connect. This year we have some great additions alongside our tried and trusted favourites that make the event even more unmissable than before.”

Exclusive insights will once again be shared at The Future of Nutrition Summit. This special event takes place at the Mövenpick Hotel Frankfurt City on 18 November, the day before Fi Europe opens its doors. Attendees can access the summit with a delegate pass and will hear from industry leaders and visionaries who will give presentations and lead discussions on future trends and developments in health and nutrition. Topics will include Food As Medicine, AI and Food and Sustainable Solutions.

In fact, sustainability will be a key thread running throughout Fi Europe 2024. “Our partnership with international civil society organisation Solidaridad is part of our ongoing commitment to sustainability,” says Yannick Verry. “Throughout our Fi Europe features and content, we will highlight sustainable sourcing, transparency, regulatory compliance and more.”

With data-driven matchmaking and The Women’s Networking Breakfast also back this year, Fi Europe offers unrivalled networking opportunities. To help attendees plan their days, book meetings and optimise their time, the user-friendly Fi Europe event platform is available online now.

“Visitors and exhibitors can log into the event platform at any time,” says Yannick Verry. “They can browse products and suppliers and use our AI-driven matchmaking tool to connect with potential business partners. We’ve designed it to make planning easier for everyone before the event and we can’t wait for our F&B community to experience Fi Europe in person.”



For more information and to register your attendance, please visit the Fi Europe website at <https://www.figlobal.com/europe/en/home.html>

About Food ingredients (Fi)

Fi was launched in Utrecht, The Netherlands, in 1986. Its portfolio of live events, extensive data and digital solutions, as well as 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 Fi shows over the years, with billions of Euros worth of business created as a result. With more than 35 years of excellence, the events, digital solutions and supporting products deliver a proven route to market, with a truly global audience. Since 2018, Fi has been part of the Informa Markets portfolio. For more information, please visit: www.figlobal.com.

About Informa Markets

Fi Europe is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Its portfolio comprises more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. Informa Markets provides customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, the company brings a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive, 365 days of the year. For more information, please visit www.informamarkets.com.



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