

Fi Europe Startup Challenge: Time to take centre stage

Entries for the Fi Europe Startup Challenge are now open with a submission deadline of 6 September.

Amsterdam, The Netherlands, August 2024: Now in its ninth year, the Fi Europe Startup Challenge 2024 – a unique competition for young companies championing ingredient innovations – is encouraging industry entrepreneurs to submit their applications. This year’s challenge will feature four exciting categories, including the new Most Innovative Foodtech Solution plus a special Jurys Choice award for the Most Innovative Sustainable Solution.

The awards recognise innovative products and ideas for the food and beverage ingredients sector, and inspirational young companies that are driving positive changes in the industry. The Fi Europe Startup Challenge also offers a unique platform for startups to gain exposure to a global audience, expand their networks and attract investment.

Just by entering the challenge, participants are guaranteed to catch the eye of the advisory board, who will be compiling the shortlist of entrants. All shortlisted startups will not only have the opportunity to pitch to an influential judging panel, but also showcase their innovation to more than 25,000 visitors who attend Fi Europe.

Entries are open to startups **active for 5 years or less**, with innovations focusing on groundbreaking additives and ingredients, technologies and digital solutions.

This year’s categories are as follows:

- **Most Innovative Food or Beverage Ingredient**
- **Most Innovative Plant-based or Alternative Ingredient**
- **Most Innovative Foodtech Solution (NEW)**
- **Most Innovative Service or Digital Solution Supporting the F&B industry**

Additionally, there will be a Jury’s Choice award for **Most Innovative Sustainable Solution** chosen from the finalists across all categories.



The winning startups in each category will be able to choose one prize from a selection up for grabs, including a free stand at next year's Fi Europe, a digital marketing package for Ingredients Network and Fi Global Insights, or mentorship and support from one of the jury members.

This year's panel and supporting companies include Michael Dobbish, Executive Director, Nutrition Capital Network; Kevin Camphuis, Co-Founder, ShakeUpFactory; Itziar Ortega, Senior VP Global Operations, Eatable Adventures; Thomas van den Boezem, Principal, PeakBridge; Albrecht Wolfmeyer, International Director of ProVeg Incubator; Sonia Huppert, Global Innovation Marketing Leader, IFF; and Nutrition Consultant Sandra Einerhand, Founder of Einerhand Science & Innovation and Co-founder of the Fi Europe Startup Challenge.

"Startups are defining and designing the innovative food ingredients of tomorrow, but often lack the scale and funds to bring their solutions to market," says Yannick Verry, Brand Director, Food ingredients Europe & Americas. "Connecting with the right partners is therefore a fundamental part of any startup's journey, and the Fi Europe Startup Challenge is the ideal place to do so."

"Participating in an event like this is always positive, as other companies, potential clients and investors get to know you, thus reinforcing the brand," adds David Ciudad Rodriguez, CEO and Co-founder of Deep Detection, one of the 2023 award-winning companies.

For more information on the Fi Europe Startup Challenge 2024, which will take place in Frankfurt at the Fi Europe Innovation Hub on 19 November, please click [here](#).

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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