



# EXHIBITOR PROFILE

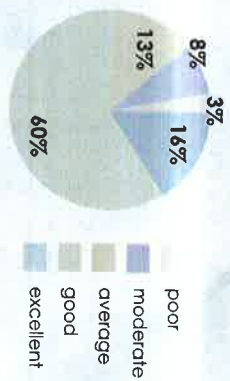
The exhibitors are free-from food manufacturers, organic food manufacturers, vegan food manufacturers, brand owners and/or private label, wholesalers, distributors, traders and other free-from & functional solution providers like Ingredient manufacturers who are active in the European free-from and functional food & beverage markets

The exhibitors are looking for a trading, knowledge and a networking platform where they can do focused business with potential international buyers and specifiers from small and large Retail, Manufacturers, Food Service, Bio-, Health and Convenient Stores.

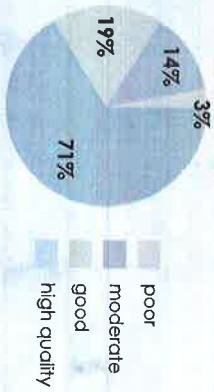


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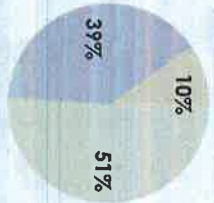
How do you rate the quality of the visitors?



How do you experience the look/quality of the show and its exhibitors?

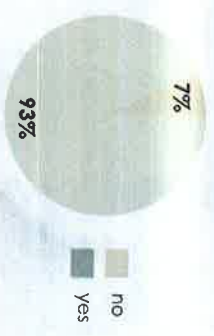


How do you look back on participating as an exhibitor?

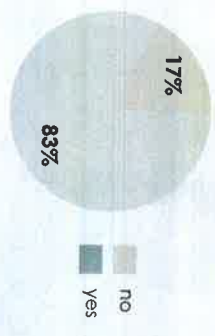


- i do not know yet precisely
- my feelings is positive
- it was a right decision to participate
- i was a wrong decision 0%

Have you made new business contacts at the show?



Do you expect to make sales as a result of your participation within the next 6 months?



- no
- yes





# VISITOR PROFILE

In total, **7,820 visitors** form more than **69 different countries** attended the Free From Functional & Health Ingredients. A **growth of 52%** in visitor numbers compared to 2018! The exhibition attracts a high quality target group. The food visitors are **buyers, specifiers from large and smaller retail, manufacturers, food service, bio-, health, convenient stores and other free-from distribution channels.** The food visitors are looking for **free from, organic, vegan, functional food products and solutions.**

# VISITOR PROFILE

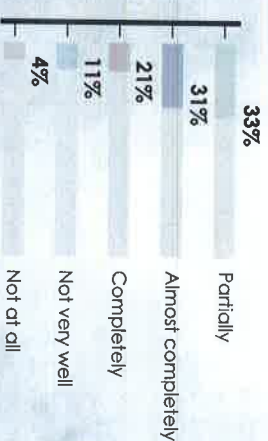
What is your job function?



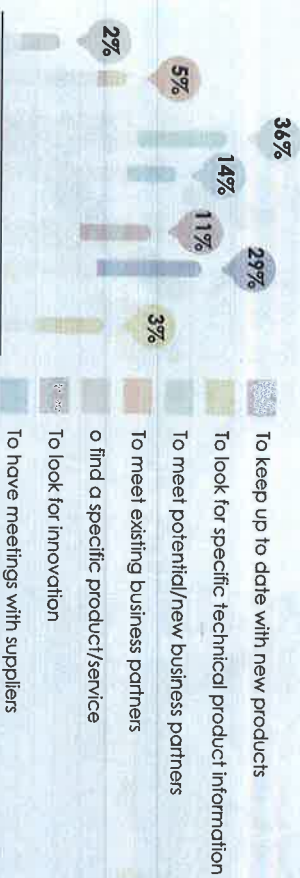
What is your department's annual spend on the types of goods/services exhibited?



Overall, how well did you meet your objectives?



What are your MAIN objectives for attending this show?



# Highly Focused Visitors Doing Better Business



- Snacks
- Bread
- Beverages
- Sports Food
- Ingredients Solutions
- Pasta
- Dry food



- Ready Meals
- Cereal
- Gourmet
- Dairy
- "Meat Free"
- Confectionary
- Frozen



- Private Label
- Diet
- Healthy Ageing
- Brain Food
- Replacements
- Chilled
- Breakfast



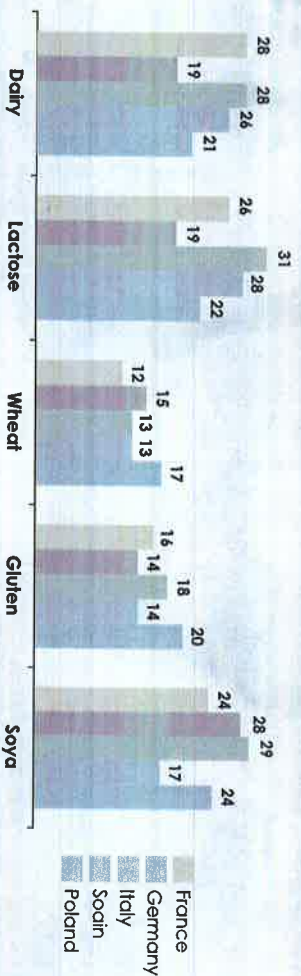


"Functional Food for Healthy Ageing: People are living longer, with more income and higher aspirations. Reaching old age is no longer a marker to start winding down. Needs/expectations need to be understood for brands to appeal to ageing seniors and win them over."

# The continuing growth of Free From

## Avoiding food allergens and ingredients linked to intolerances is commonplace in Europe

Select European countries: "I avoid select food/ingredients", % of consumers who agree, 2008 G4



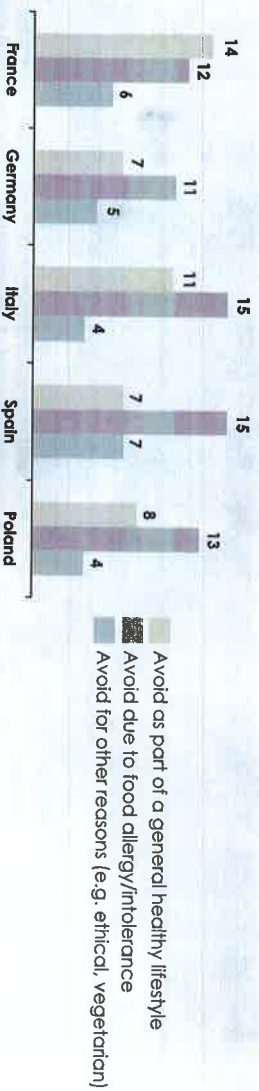
Base: Internet users aged 16+ 1000 in each country  
Source: Lightspeed/Mintel

MINTTEL

## Dairy: consumers avoid dairy due to allergy/intolerance

Many consumers self diagnose food allergy/intolerance

Select European countries: Reasons for avoiding/dnd DAIRY, % of consumers who agree, 2008 G4



Base: Internet users aged 16+ 1000 in each country  
Source: Lightspeed/Mintel

MINTTEL

## Lactose Intolerance

61% of respondents said they consumed Food 0% Lactose in search of Healthier Food



**SERVING THE FREE FROM COMMUNITY  
ONLINE: DOING BETTER BUSINESS!**

A proven effective online Free From Virtual Summit. An intelligent forum facilitating frequent series of webinars and matchmaking sessions for networking, to share insights and content, learn, make new business contacts and plan private meetings through data driven access. **Doing Better Free From Business. See you online!**

**FREE FROM VIRTUAL SUMMIT: 24-26 NOVEMBER 2020:**

**39.000+**

exhibitor profile views

**550+**

online meetings

**495**

online exhibitors

**FREE FROM  
FUNCTIONAL  
FOOD EXPO**

**FREE FROM  
FUNCTIONAL  
HEALTH INGREDIENTS**

**Virtual Summits: 24 – 26 November 2020**

Interactive Platform to network and connect, JOIN US!

# Online Virtual Summit Meetings

How did you  
rate the quality of  
the meetings?

**83%**

Excellent – Good

Are you satisfied  
about the quality of  
your meetings?

**74%**

Excellent – Good







# EXHIBITOR PORTAL

**Exclusive portal with practical menu of locations and stand assembly. Easy to your marketing and operations departments to bring more agility and maximize your results at the event.**

**Agility & Practicality**

**Cost Benefits**

**Sustainability**

*"The gluten-free lifestyle is becoming increasingly 'normal'. Half of the respondents are cutting gluten from their diet without intentionally setting out to do so."*





# EXHIBITING:

“We are joining this well-established, most wanted trade show, initiated by the industry, to maximize our business benefits, contacts and opportunities”

# Stand Building Options and Exhibiting Exposure

## Standard shell scheme



- Separation walls
- Facia with company name
- Carpet tiles
- Spotlights (1 spotlight per 6 sqm)

## Fully Fitted Package



- Separation walls
- Facia with company name
- Carpet tiles
- Spotlights (1 spotlight per 6 sqm)
- Daily cleaning
- Furniture package with 1 desk (counter), 1 table and 3 chairs

## Excellent Stand Building Package



- Handmade, wood and finished painted wall Panels
- Carpet tiles
- 2 counters
- 3x4 product shelves
- 2 spotlights on top of the walls
- Full page advertisement in catalogue



# Stand Building Options and Exhibiting Exposure

Exposure Stand Building Package



100%

Large back wall  
panel, eye catcher

graphic panel in  
wooden frame

Furniture  
optional

Country Pavilion



[www.youtube.com/watch?v=J8dJxUYDsFQ&feature=youtu.be](http://www.youtube.com/watch?v=J8dJxUYDsFQ&feature=youtu.be)





# 6 TRENDS DRIVING INNOVATION OF PLANT PROTEIN

1

## #GREEN APPEAL

Organic, GMO-free, vegan, vegetarian

2

## #FREEFROM

Dairy, lactose, gluten, sugar, carrageenan, preservatives

3

## #HEALTH BENEFITS

Source of natural protein, fiber, added functionalities

4

## #PREMIUMIZATION

Texture and taste is what determines success for meat and dairy alternatives

5

## #NOVEL PACKAGING

On-the-go, designs, interaction with consumers

6

## #SUSTAINABILITY

Environmental/animal welfare concerns related to dairy





# The Organisers

**Expo Business Communications BV** is an entrepreneurial, fast growing and ambitious media company with extensive experience in organising platforms to facilitate international food business to do better business, offering face – to – face trade events, like exhibitions and conferences, matchmaking events, round tables and online virtual meetings combined with webinars, and our Virtual Summits.

We ensure with a **young and dynamic team** to be the **market leader and largest player in the fast growing, international free from and vegan food markets and sustainable packaging of biodegradable and recyclable solutions. In Europe, South East Asia Pacific and South America.**

## Co-organising partners:



(Sao Paolo)

**WNU** | ASIA PACIFIC

(Bangkok)

**Free From & Functional Health Ingredients** are needed for creating better free from, health & nutrition consumer products: enzymes, cultures, vitamins, carotenoids, nutritional lipids, taste, texture and preservation solutions play a critical role in developing winning consumer products in the dairy, baking, savory, beverages and sports nutrition industries. ”

