



Food ingredients
India



Health ingredients
India

21-23 October 2019 | Mumbai, India

**Your gateway to success in
India's Food Ingredients business.**



6000+
Attendees



2 events
in **1** location



200+
Exhibiting
Companies



10+
Exhibiting
Countries



3 days
of business,
learning
& networking
opportunities

Fi India & Hi 2019



Glimpses of Fi India & Hi 2018



With a legacy of 12 years, Food ingredients India & Health ingredients (Fi India & Hi) delivered one of the most spectacular editions of the most comprehensive B2B show in the Indian Sub-Continent for food and health ingredients, processing and packaging industry. The expo rotates annually between India's two promising food hubs i.e. Mumbai and New Delhi. The 2018 edition of Fi India & Hi in Greater Noida created various opportunities for industry players to take advantage of the growing food manufacturing hub in Northern India.



Why do you need to tap into the highly lucrative Indian Food Ingredient Market?

- The 'Make in INDIA' campaign facilitates investment, generates employment and helps build a manufacturing infrastructure in food processing. The government aims to reduce food losses and keep a check on food inflation by attracting investment into food processing and the food value chain. Food parks are developed across the country to support domestic demand for processed foods, beverages and for ingredients for food service and retail/consumer sale.
- India is one of the major producers of sugar across the world with a market share of 17% and the major consumer with a market share of 15%. The prevalence of obesity is increasing at a rapid pace. The government of India decided to provide more subsidies on account of increasing health concerns. Indian Hi market is observed to grow at a high pace, with country recording growth at a highest CAGR (10.6%) in the entire Asia - Pacific region
- India's food processing sector will grow in response to changing demographics, preferences for brands, modernizing retail, consumer acceptance of processed foods and government advocacy to develop food manufacturing. Revenue in the processed food market amounts to USD 233,433m in 2018. The market is expected to grow annually by 10.5% (CAGR 2018-2021). The market's largest segment is the segment "Processed Vegetables, Fruit and Potatoes" with a market volume of USD 59,409m in 2018. From an international perspective it is shown that most revenue is generated in the United States (USD 660,831m in 2018). In relation to total population figures, per person revenues of USD 172.38 are generated in 2018. The average per capita consumption stands at 180.8kg in 2018.

Why Fi India?

**(Fi India 2019
More Exhibitors,
More Business)**

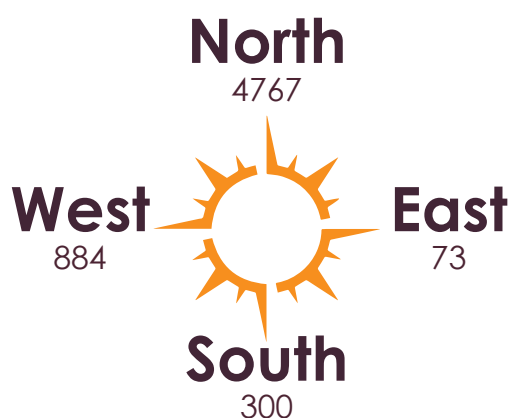
Fi India is unique it is the only event dedicated solely to food ingredients in India. It is THE must-attend business platform for food and beverage professionals in the region. Fi India 2018 attracted 6000+ trade attendees from 42 countries visiting 200+ exhibitors. This strong growth in attendance and exhibitor numbers reflects the ongoing growth of the food and beverage market in India and the surrounding region. With high quality visitors, Fi India delivers business to your exhibition booth.

VISITOR SUMMARY

Visitor Profile



Attended by professionals from

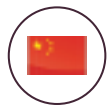


Product Segment





International Participation by



CHINA



MALAYSIA



USA



ETHIOPIA



UAE



AFGHANISTAN



JAPAN



SRI LANKA



ITALY



NEPAL



NETHERLANDS



SINGAPORE



BANGLADESH



THAILAND



TAIWAN



Desserts - 230



Fats & spreads - 137



Fish products - 80



Flavorings - 352



Food Supplements - 407



Fruit & vegetable products - 224



Functional & health foods - 262



Ice Cream - 194



Meat & poultry products - 83



Organic foods - 342



Others - 304



Pet food & feed meals - 60



Sauces & seasonings - 130



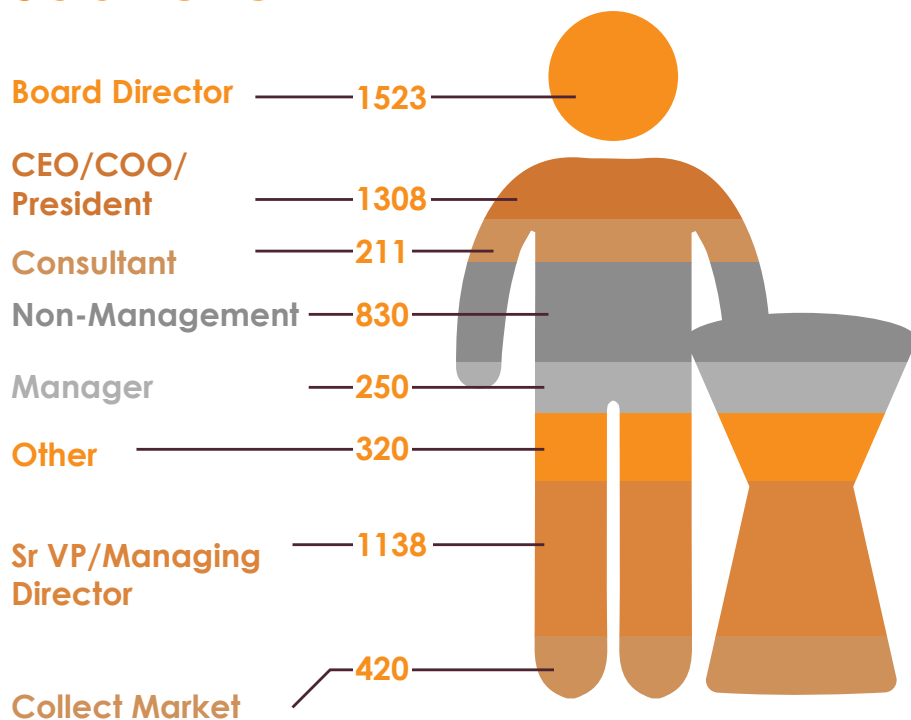
Snack foods - 377



Vegetarian foods - 227



Job Level



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The Fi India & Hi is a big platform and UBM is doing a pre-eminent job in organizing this event; catering to every sector of food. On our part, the FSSAI has undertaken a lot of initiatives towards food and safety, with food safety labs to provide uniformity in the food ecosystem.

Umesh Jain,
Joint Director, FSSAI

Business Activity

Manufacturer: Ingredients - 1229

Manufacturer: Food/Beverage Products - 861

Retailer - 367

Distributor - 410

Consulting-Food Safety, Quality & Services - 234

Consulting-Manufacturing - 125

Consulting-Marketing/Sales - 143

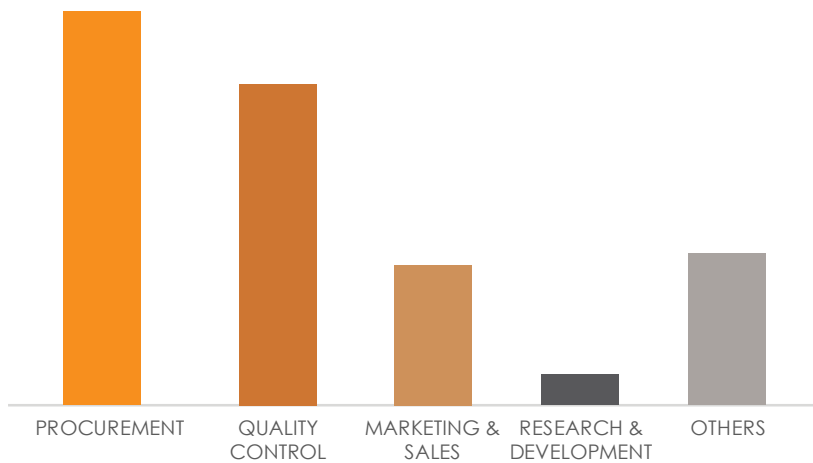
Food Safety, Quality and Services - 178

Government/Trade Association - 67

Research/Scientific - 90

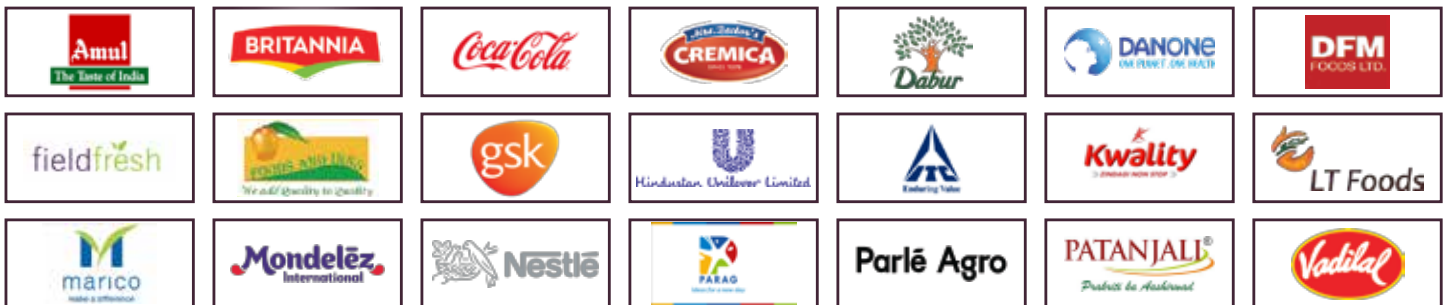


Main Area of Responsibility



PROCUREMENT	1785(29.75%)
QUALITY CONTROL	1321(22.02%)
MARKETING & SALES	792(13.2%)
RESEARCH & DEVELOPMENT	16.19(26.98%)
OTHERS	483(8.05%)

Top Visiting Companies



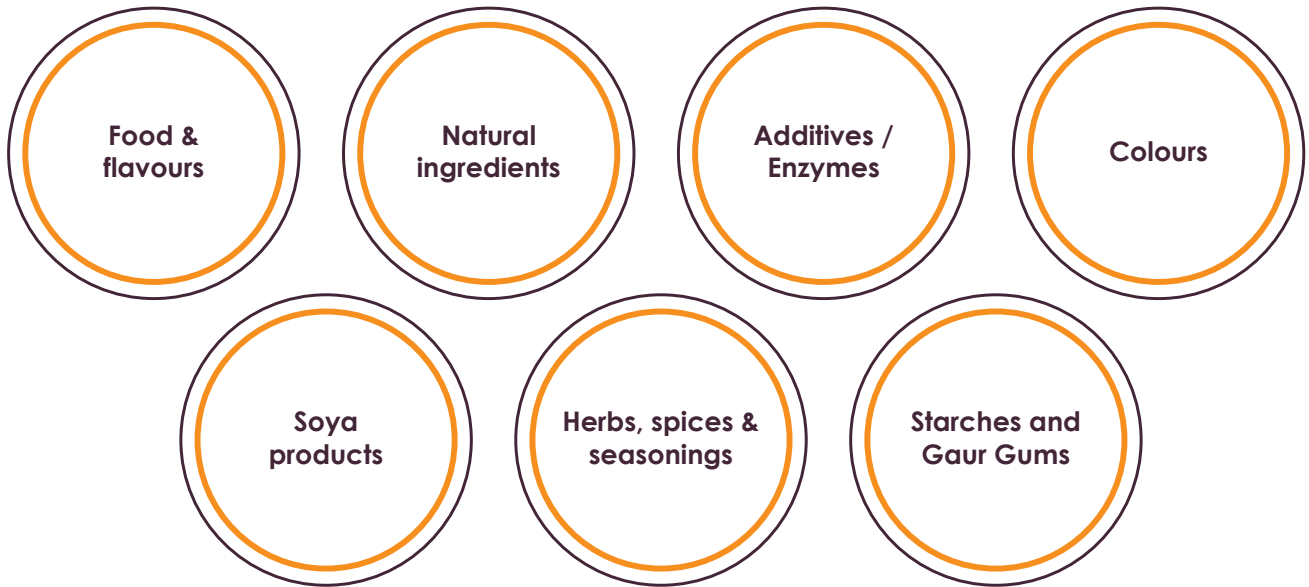
and many more...



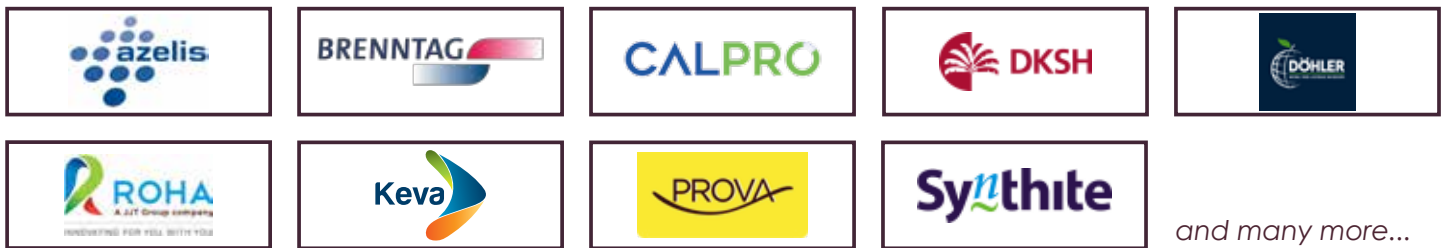


EXHIBITOR SUMMARY

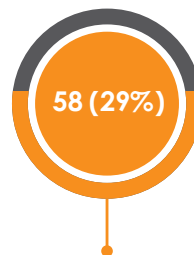
Exhibitor Profile - Food Ingredients



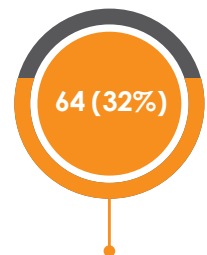
Top Exhibiting Companies - Food Ingredients



What is your primary objective when exhibiting at fi india?



To maintain contacts with existing clients / business partners



To make new contacts with potential new clients / business partners ideas / inspiration



Exhibitor Profile - Health Ingredients

Dietary
supplements

Plant
extracts

Proteins (Fish,
Meat, Poultry,
Milk & Plants)

Vitamins &
minerals

Antioxidants

Sweeteners

Antioxidants

Pre-biotics /
Pro-biotics

Encapsulated
ingredients

Top Exhibiting Companies - Health Ingredients



and many more...

11 (6%)

24 (12%)

30 (15%)

11 (6%)

To launch a new
product / services

To showcase
existing products
/services

To further our
international
reach

To be seen as a
thought leader

NETWORKING & LEARNING AT THE SHOW

A wide range of onsite features provided knowledge, insights and technical know-how into the latest trends emerging in the food and health industry to the visitors attending the show. The insights acquired across various forums enriched the visitor experience and satisfaction.



Live Demonstrations

Workshops were conducted by Assocom Institute of Bakery Technology & Management (AIBTM) using our exhibitor's ingredients and showcasing it to everyone.



Technical Seminars

Technical Seminars from the top Indian associations who covered both market trends and the latest developments at Fi India & Hi 2018. We once again featured 2 days of onsite seminars on the show floor in association with AFSTI and HADSA.



Business Match Making

Business Match Making service gave the opportunity to select companies for face-to-face meetings with their most promising prospects. As a participant, visitors were given an unparalleled opportunity to meet qualified buyers/sellers who were eager to conduct business with you.



Discovery Tour

The Nutri Marketing experts took our visitors on a guided tour to discover how leading companies are making innovations in the Food & Beverage industry.



Product Showcase

Concentrated at one spot at Fi India & Hi, a plethora of new ingredients for the food and beverage industry. Visitors were invited to vote for the most innovative products in the Product Showcase.

This year's three winners were:

1st Place - Jubilant Life Sciences Limited

2nd Place – Kancor Ingredients Limited

3rd Place – Mirtillo International



Supplier Finder

Interactive screens of the show floor plan were arranged for the visitors to assist them onsite. A better way to optimize time and explore the work that matters to them at the expo.



Exhibitor Showcase

A seminar room dedicated to our exhibitors to deliver power packed sessions explaining their products to visitors to get new perspective on what they have and how it can benefit the visitors to boom their business.



Fi India & Hi Pre-Connect Congress

Fi India & Hi Pre-Connect Congress on Nutritional Science and Functional Food focused on the newly implemented FSSAI regulations that will affect the industry manufacturers and how to ensure compliance of their existing and new products.



Live Quality Lab

Live Quality Lab had companies that did lab testing for common adulterants in milk, water, edible oil and other items of food of daily consumption. The concept behind doing this was to build awareness around food safety, hygiene and promoting healthy eating habits in citizens at large and for conducting training and certification program for food handlers and supervisors in food businesses.



Food Safety on Wheels by FSSAI

Testing of food to instill confidence amongst consumers that food is safe to eat is important part of the food safety ecosystem



Co-located with Propak India

Propak India is ideal platform to connect every level of the rapidly expanding processing and packaging industry value chains, ProPak India is aimed at the manufacturing industry for whom packaging is an integral growth driver.

FI INDIA & HI 2018 EXHIBITORS GET RESULTS

Don't just take our word for it. Hear what some of our many satisfied exhibitors had to say about the benefits of Fi India 2018

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Fi India & Hi has always been a great experience for us, it is a quality exposition and it is a credible platform for all the professionals associated with food and health industry. It has been 4 years we are associated with Fi India & Hi it has always been amazing to participate and network with different people to build our business

Anurag Yadava,
Vice President - Business Head,
Keva Flavours

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The experience is really good we get to meet different people from different countries and mostly all the leading companies from the food & health sector visit Fi India & Hi which this a good platform for us to exhibit and introduce our products and latest developments to our target audience every year.

Vivek Kapoor,
AVP-Marketing, Aarkay Food
Products Ltd

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“

This is a good forum to meet our customers, suppliers and also there are visits from government agencies which is also helpful and promoting our companies. This exhibition also helps us to make our prospective clients and suppliers. The experience is quite good last year it was in Mumbai and this year in Greater Noida. The infrastructure is quite good here and it is a much bigger exhibition than it used to be earlier, overall experience is really good.

Vikram Kelkar,
Joint Managing Director,
Hexagon Nutrition

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“

There are always some new players coming every year in the market, you come to know what is happening in the current space, you also get a awareness about your competitors and also about your customers, so it really helps coming every year. It is growing that much I can say because we keep going to vita foods to supply side, so when we compare over the years there is a significant amount of growth also the standards are coming to the international level.

Chaitanya Desai,
CEO, Omniactive Health
Technologies Ltd.

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VISITOR PRAISES FOR FI INDIA & HI 2018

Hear what some of our many satisfied visitors had to say about the benefits of Fi India 2018

“

The Fi India & Hi is a big platform and UBM is doing a pre-eminent job organizing this event, catering to every sector of food. On our part, the FSSAI has undertaken a lot of initiatives towards food and safety, with food reference labs to provide uniformity in the food ecosystem. We believe all these efforts will add to further development of the industry.

**Umesh Jain,
Joint Director, FSSAI**

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Through Fi India & Hi, UBM India is immensely boosting the credibility of the food market. It's providing the right promise and message through a very meaningful platform. This will enhance the growth of the industry.

**RB Smarta,
Secretary, HADSA**

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Fi India & Hi is growing leaps and bounds and I congratulate UBM India for optimally leveraging the potential of the sector. Fi India & Hi offers a world of opportunities and truly, food regulations today have come of age. Just a few years ago, innovations in the industry were getting killed because of unwieldy product regulations. In this, FSSAI has played a very important role for the cohesive growth of the sector. It is heartening to see small Indian SMEs having grown in stature to global giants. The aspiration young population of today can also hope to be treated at par with consumers, globally.

**Sagar Karade,
National VP, AFSTI, New Delhi**

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It is a privilege to come to Fi India & Hi, UBM is doing a awesome job. I and AFSTI are personally connected with UBM India from last 8 years, what we see in such exhibitions is varied experience. You get to connect with each other, you share the knowledge you learn and this helps the business to grow. I think Fi India & Hi is the event which we all wait every year to happen. I appeal all the viewers to visit Fi India & Hi it is one of the best B2B exhibition where you can learn, earn and explore your learning.

**Dr. Prabodh Halde,
President AFSTI Mumbai**

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MARKETING CAMPAIGN

Highly effective promotional activities before and during the exhibition were appreciated by stake holders and the results complemented it. The marketing campaign ensured our attendees got maximum exposure to the immense business opportunities.

Industry Magazines

Advertisements and editorial coverage in top Indian and International trade magazines.



Online Advertisements

Web banners, editorial coverage and event listing on prominent national & international trade websites.



Digital Marketing

Social media campaigns on Facebook, Twitter, LinkedIn, as well as SEO, Google Adwords and re-targeting to enhance awareness.



Hoardings

Hoardings promoting the show were placed in the top places where we gained maximum visibility before and during the shows.



Radio

Radio spots to attract more visitors informing about the show were done in leading radio channels



VIP Engagements

Special invitations to leading industry associations, government bodies and top companies.



Electronic Mailers

Emailers promoting show features and market trends are sent out to our database as well as clients database of exhibitors, media partners, and supporting associations.



SMS Campaign

SMS messages to the industry to send updates on show features.



Newspaper Advertisements

Advertisements in leading mainline and regional newspapers before and during the Show days.



Buyer Wishlist

Special Invitations to key buyers of every exhibitor providing them privileges such as fast track hassle free entry to the exhibition, onsite conference and seminar sessions and use of the VIP Lounge.



Participation in other Trade Events

Branding at other industry events for cross promotion



Public Relations

Visibility through the trade and mainstream media by our PR initiatives.



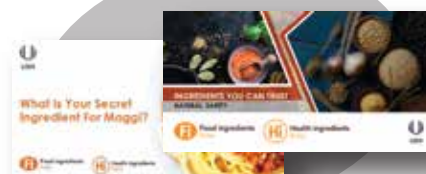
Shop -to-Shop Marketing

One-on-one interactions with potential visitors at manufacturing / selling hubs, informing them about the Show and registering their visit.



Contest on Social Media

Contests on social media to engage visitors



Mobile App

Access to exhibitor and product details, show features, and schedules on the tip of the finger for ease of expansion of professional network.



Tele-Marketing

Tele-calling our data of potential visitors comprising of manufacturers of food and health products.





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are back on **21st – 23rd October, 2019**
Bombay Exhibition Centre, Mumbai

About Fi global - the trusted route to market since 1986

Food ingredients was launched in Utrecht, The Netherlands, in 1986. Its portfolio of live events, extensive data, digital solutions and high-level conferences, are now established throughout the world and provide regional and global platforms for all stakeholders, in the food ingredients industry. Over 500,000 people have attended our shows over the years with billions of Euros worth of business created, as a result. With over 25 years of excellence, our events, digital solutions and supporting products, deliver a proven route to market, with a truly global audience. For more information about the Food ingredients Portfolio please visit: www.figlobal.com.

Enhance your presence at Fi India & Hi by maximizing your exposure to the front players in the food & Beverage Industry.

Intensify
brand
awareness

Receive
high-profile
exposure

Benefit from months of targeted
promotion for bespoke solutions to
meet your specific business needs,
contact a member of our sales team.

Supporting Associations



Media Partners



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