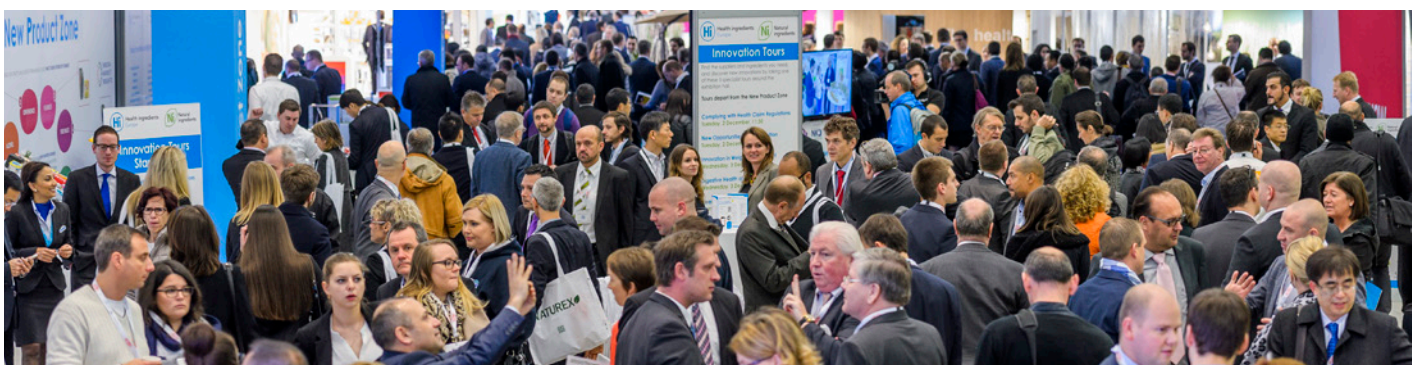




29 November - 1 December 2016, Frankfurt, Germany

FACTS & FIGURES: FIND OUT WHAT HAPPENED!



Frankfurt turned into the hotspot for modern nutrition over 3 days

Over three days, Hi Europe & Ni provided 8,677 attendees with a 360 degree perspective of the nutrition and health ingredients industry through an exclusive offering of new ingredients & solutions, innovative tours, presentations & live demonstrations.

Frankfurt turned into the largest health & nutrition hub in Europe during the show where the latest industry developments in the fast growing markets of Botanicals, Natural ingredients, Preservatives, Antioxidants, Sports nutrition, Minerals and much more were showcased.

8,677 HIGHLY QUALIFIED ATTENDEES

KEY STATISTICS

15,807 TOTAL VISITS

8,677 TOTAL ATTENDEES

72% OF VISITORS HAD PURCHASING AUTHORITY

KEY VISITOR PROFILES



35% C-Suite



19% Research & Development



26% Companies with 250+ employees



KEY VISITOR COUNTRIES

Meet the global network!
138+
COUNTRIES REPRESENTED



Germany
26%



The Netherlands
9%



France
8%



United Kingdom
5%

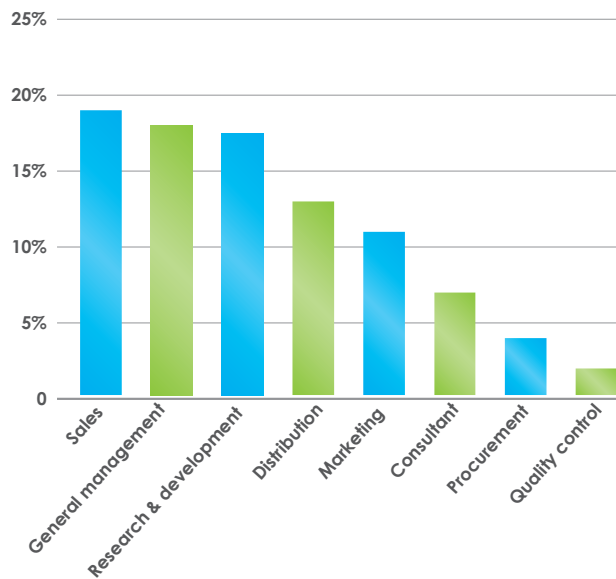


Rest of Europe
24%

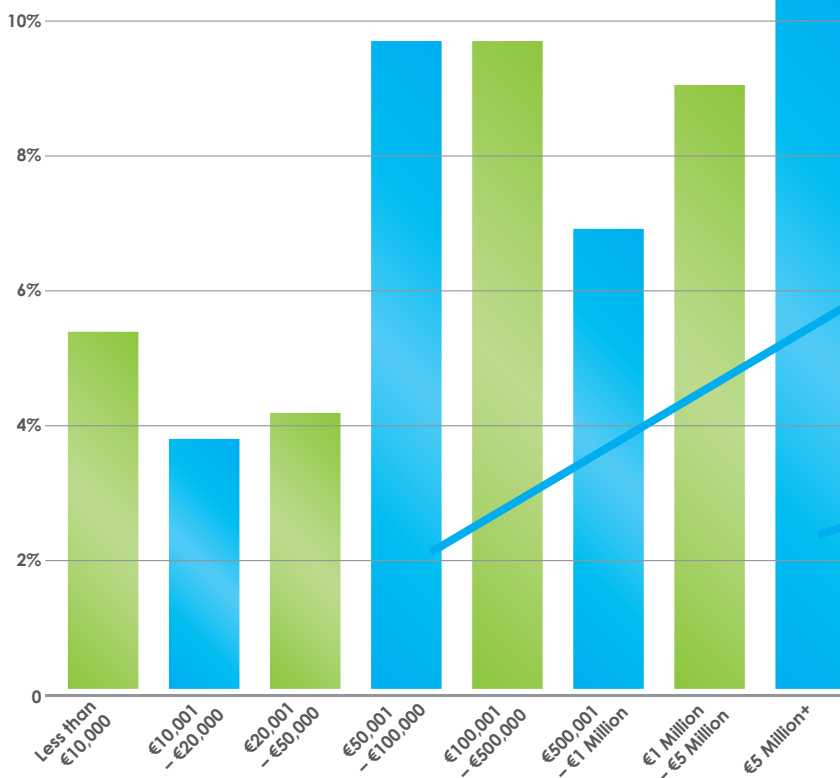


Rest of World
27%

VISITOR AREA OF RESPONSIBILITY



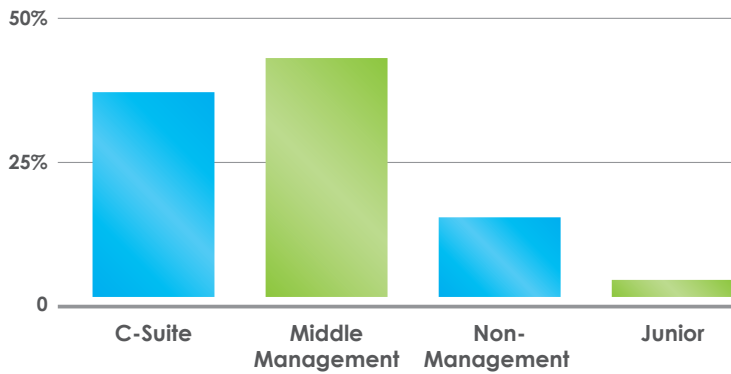
VISITOR BUDGET RESPONSIBILITY



Over **30%** spend more than **€100,000**

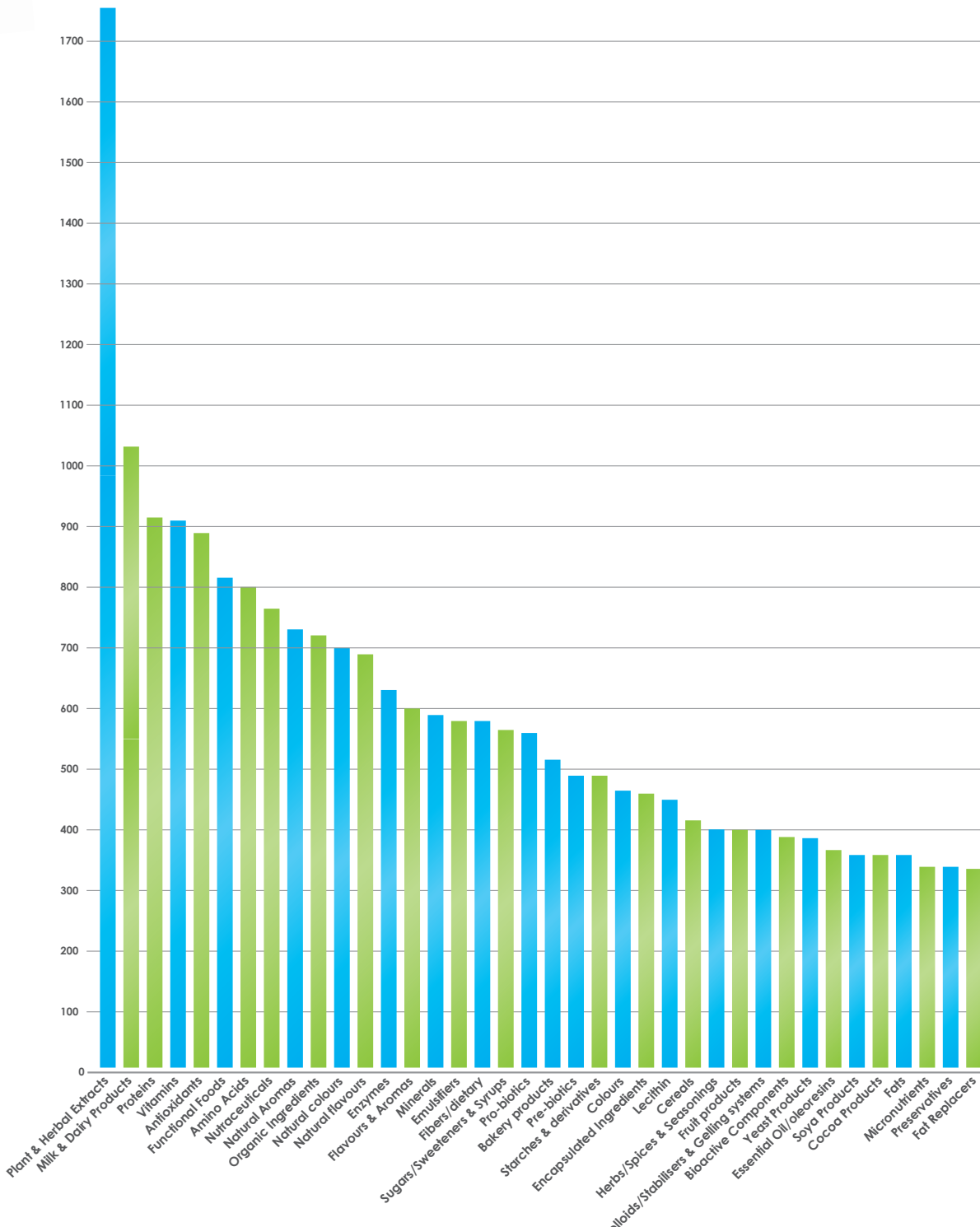
Over **10%** spend more than **€5 million**

VISITOR JOB POSITION



35%
of visitors are
C-Suite level

TOP 40 VISITOR INGREDIENTS OF INTEREST



2016 VISITOR SAMPLE

- Buyer, SLEAFORD QUALITY FOODS
- Category Lead Buyer, NESTLE
- Category Manager, Global Procurement, ARLA FOODS
- CEO, GROUPE SANTE LABORATOIRES
- CEO, WILSHIRE LABS
- Chairman of the Board, CENCO-ZOTTI
- Commercial Director, IONTEC
- Commercial Manager, UNIVAR FOOD INGREDIENTS
- Director Business Development, AYURVED PRATISTHAN NASIK
- EMEA Director Nutrition Science, KELLOGG COMPANY
- Global Buyer Health Ingredients, DANONE
- Global Category Buyer Dairy Ingredients, DANONE
- Global Senior SSD Manager DI, DANONE
- GVP Sales, GELITA
- Head of Group Marketing, DOHLERGROUP
- Head of Nutraceuticals, VIVATIS PHARMA
- Head of Sales and Technology, MEDIJUICE LTD
- Lead Buyer Ingredients, DAWN FOODS
- President Nutrition & Health, LESAFFRE
- Procurement Manager, MARS FOOD EUROPE
- Project manager, VAUCLUSE DEVELOPPEMENT
- Purchasing Manager, FERRERO
- Purchasing Manager, LARCHFIELD Ltd
- R&D Brand Innovator, MERCK CONSUMER HEALTH
- R&D Development Manager, UNILEVER
- R&D Director Application & Customer Support, TEREOS
- R&D Engineer, VERSTEGEN SPICES AND SAUCES
- R&D Manager, FRITAROM
- Senior R&D Manager Global Nutrition, PEPSICO
- Sales/R&D, FRUITOFOOD SAS
- Sourcing Director, FIRMENICH
- New Raw Material Manager, MARS - ROYAL CANIN
- Supply Chain Director, AB MAURI NETHERLANDS BV
- Technical Director, WALKERS SHORTBREAD LTD
- Technical Sales Manager, BELL FLAVORS & FRAGRANCES
- Technologist, UNILEVER FOOD SOLUTIONS
- Vice President, Nutrition, KERRY
- Vice President, FRESENIUS KABI DEUTSCHLAND GmbH
- Vice-President BENE0 Technology Center, BENE0

WHAT OUR CUSTOMERS SAY

"Hi Europe is and remains the most important date in our fair calendar. This edition of Hi Europe is marked by the excellent visitor quality."

Angela Lötscher
Marketing Project Manager
Jungbunzlauer

"This year, Hi Europe has been very successful for us. We are very proud to be Fi Network's Global Partner in 2017."

Thomas Schmidt
Marketing Director
Beneo

"The fair has been going very well for us. The superfood topic continues to gain a lot of interest and Hi Europe is at the right place at the right time. We will definitely be back."

Damian Silva Cevallos
General Manager
Peruvian Nature

"Hi Europe has many benefits for us. The people we meet here are more specific and we can allow more time for meetings. The location of Frankfurt has nothing but advantages for us."

Jorie Ersfeld-Wigman
Müller Milch/ Sachsen Milch

"Our primary goal at Hi Europe is to bring more attention to ourselves in this market, and this has been very successful - we've had even more visitors visit our stand than we expected".

Dott. Fabio Gasparini
Carbonitalia

SECURE ONE OF THE LAST REMAINING SPOTS FOR 2018

Health Ingredients Europe & Natural Ingredients 2018

27-29 November 2018, Messe Frankfurt, Germany

With over 77% of stand space for 2018 already booked, we strongly suggest that you contact us today so you can benefit from one of the last remaining premium locations!

For more information, visit www.hieurope.com/book-now