

## DON'T MISS HIGHLIGHT ACTIVITIES AT FI VIETNAM 2024

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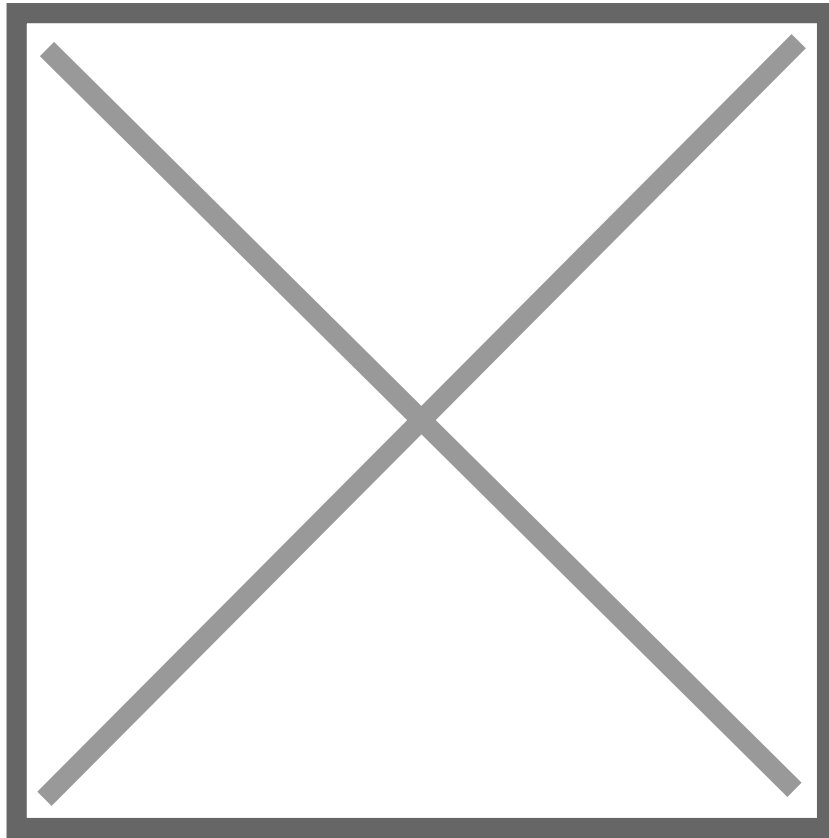
### **A Hub for Innovation and Sustainability in F&B Ingredients**

Fi Vietnam 2024 will bring together over **150 exhibitors** and is expected to attract more than **6,000 taste makers** from **30 countries** and regions. Whether you are a food manufacturer, distributor, or retailer, the Fi Vietnam is the perfect place to source new ingredients, explore new business opportunities, and stay ahead of the competition in this dynamic and fast-growing market.

Fi Vietnam also features a knowledge forum with over **20 insightful seminars** spread across these three days. With a focus on innovation and sustainability, the event highlights the region's best offerings in ingredients, flavours, and food & beverage technologies, all under one roof.

### **A Multi-Faceted Experience Awaits**

Featuring a diverse range of exhibitors, informative sessions, and networking opportunities, this three-day event provides a comprehensive experience for industry professionals looking to expand their knowledge, grow networks, and drive innovation in the food & beverage ingredients industry.



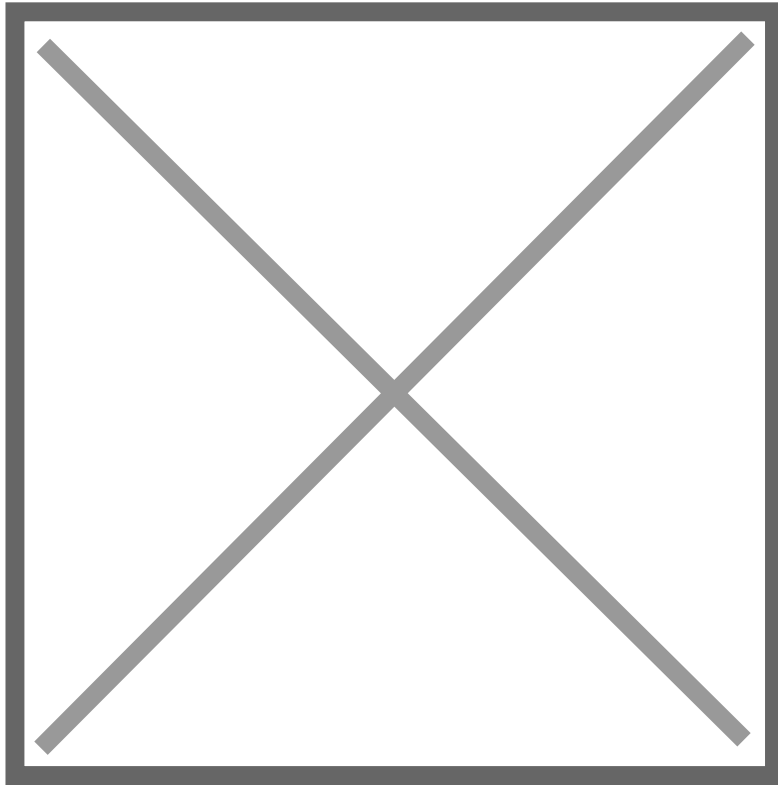
Explore a world of innovations at 4 Special Pavilions: the **Beverage Ingredients (Bi) Pavilion** offers the latest trends and flavours, while the **Health Ingredients (Hi) Pavilion** features news ingredients focused on health and wellness. Discover pure, organic, and sustainably sourced products at the **Natural Ingredients (Ni) Pavilion**, where you can connect with leading suppliers to elevate your F&B creations.

**Bev Hub** (Booth G22) is a showcase of innovative and groundbreaking beverage creations. Immerse yourself in a world of unique concepts, exclusive ingredients, and revolutionary recipes inspired by Vietnam and Asia.

#### **International Conferences**

Informa Markets continues to partner with industry organisations to present an informative international conference featuring eminent food scientists. This allows you to connect with industry influencers from across the world.

Co-organised with **Vietnam Beer & Alcohol Beverage Association (VBA)**, the Beverage Industry seminar will discuss on **Introducing leading ingredients, additives that help enhance efficiency in business and production of the food & beverage industry**



Co-organised with **Vietnam Association of Food Science and Technology (VAFoST)**, the conference will be discussing about **“Novel Trends and Advancements in ingredients and technologies for functional foods”**.

Want to know what's driving the food and beverage industry? Join **Business Breakfast**, by saladplate, in collaboration with GlobalData PLC. Discover the latest trends, from mental health and wellness to innovative substitutes and exciting new flavours. Hear from industry expert Deepak Nautiyal and learn about the unique preferences of Gen Z and Millennials. Explore the power of social media and the role of AI in shaping the future of F&B. This breakfast is perfect for anyone looking to stay ahead of the curve and develop winning product strategies.

#### **Technical Seminars**

Fi Vietnam provides a platform for professionals to gain insights from industry leaders through a series of conferences, seminars. These sessions cover a wide range of topics, including market trends, consumer preferences, regulatory updates, and technological advancements.

This is an ideal opportunity to launch and promote new products and build your brand.

#### **Here's a look at some of the highlights:**

Collaborated with LPPOM MUI, this special conference session will be sharing on **“Update of Indonesia Halal Regulation: Halal Mandatory Compliance for Overseas Products”** to provide more necessary information for Vietnam F&B enterprises to export to Indonesia markets.

The seminar **“Natural Food Protection”**, hosted by CONNELL CALLDIC, will provide valuable insights and practical solutions to drive industry growth.

**“From Trends in Nutrition to The Future of Probiotics”** and **“Mental Performance”**, led by speaker from GREENLIFE VN **KERRY**, promises to explore the exciting intersection of nutrition trends, probiotics, and their impact on mental performance.

Lanxess will present topic **“Velcorin® cold-filling technology - Improve your flavor while protecting your beverage against microbiological spoilage”**, delving into their innovative cold-filling technology that enhances flavor while safeguarding beverages from spoilage.

Seminar about **“Plant-Powered Dairy: ConVentio 2.0 - Innovations for Technical & Nutritional Challenges”** by GROUPG ASIA PACIFIC **CONDIO** will explore the latest advancements in plant-based dairy alternatives, addressing

both technical and nutritional challenges.

With topic **Feature of Japanese market and regulation**, visitors gain insights into the Japanese market and its regulatory landscape through this informative session presented by Aliment Industry Co., Ltd.

Learn about innovative solutions for industrial bread and cake production from GREENLIFE VN BANKELS through topic **Bread and cake solution for industrial**.

CONNELL CALLDIC will also host a discussion on **Sugar reduction and Enhancing flavour note solutions by natural sweeteners**, promising to attract numerous industry professionals."

Additional seminars on various topics will be presented by more businesses.

### **Being a part of this unique event in Vietnam!**

Growing double exhibition size comparing to previous edition, Fi Vietnam showcases the best in F&B technology, flavours, and trends. This is your opportunity to connect with industry leaders, discover groundbreaking innovations, and propel your business forward.

Fi Vietnam 2024 will be taking place from **October 9 to 11** at the **Saigon Exhibition and Convention Centre (SECC), Ho Chi Minh City, Vietnam.**

Secure your spot at this premier event today!

Pre-registration: <https://fivietnam.imasia-passport.com/en/user/register>

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