

PRESS RELEASE

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Vitafoods Asia 2017 Heralds a New Future of Innovation

Inspiring Industry with Next-generation Nutraceuticals & Incisive Learning Opportunities

Singapore, 17 August 2017 – The seventh edition of **Vitafoods Asia**, the only event dedicated to the nutraceutical, functional food and beverages, and dietary supplement industries in Asia, will take place from 5 – 6 September at the Sands Expo and Convention Centre in Marina Bay Sands, Singapore. Centred around doing business, learning, and networking, the event expects to welcome over 3,000 trade professionals through its doors, to discover the latest innovations presented by over 250 suppliers and service providers from all over the world, as well as to explore the remarkable lineup of knowledge-exchange and networking activities.

Chris Lee, Managing Director, Global Health & Nutrition Network, Europe, Informa Exhibitions, said, “After a successful run at our Europe event earlier this year, the team is excited to bring this next instalment of Vitafoods Asia to the industry. Visitors can look forward to numerous learning opportunities, including well-defined bespoke content that address business challenges for a variety of job roles and business types. They’ll also have access to some of the market-leading ingredients and products from around the globe, given the unprecedented numbers of new exhibitors we’ve drawn in this year. There’s an air of anticipation surrounding the event, and we look forward to receiving the industry in Singapore.”

Uncover Innovative & Interesting Nutraceuticals

At Vitafoods Asia 2017, more than 70 companies will present their best and latest innovations at the **Inspiration Showcase**, which features exhibitors’ best-selling products and also new launches that were announced in the last 12 months. Visitors can expect to find a wide range of the nutraceutical industry’s hottest and most successful ingredients, finished products, and manufacturing methods at this attraction – including Omega-3 concentrates and astaxanthin extracts for tablet and beverage formulations; softgel manufacturing technology; soft pastilles enriched with vitamins for better heart health; nutricosmetics; ingredients to support better sports performance and recovery; as well as offerings that address healthy ageing, weight management, and many more.

This year, the spotlight will be on new entrants and entrepreneurs with their display of cutting-edge solutions, ingredients, and finished products. The event’s move to Singapore attracted a record number of 175 new exhibitors this year, of which 19 are new entrepreneurial businesses and start-ups that form the **New Exhibitor Pavilion**. Visitors can look forward to meeting representatives from businesses that are at the forefront of industry development in this area, and engage with them around their respective offerings.

The event is also set to provide a bigger and better experience for visitors looking to uncover the latest development trends in the industry. In particular, for those seeking to source from specific countries, the organisers have expanded the **International Pavilions** segment to include Germany and Poland, granting visitors direct access to a world of business opportunities. Apart from the two new countries mentioned, companies hailing from Australia, Canada, France, Japan, Taiwan, and the USA will also be prominently featured at Vitafoods Asia this year.

In addition, the highly popular **Tasting Centre** will return, providing visitors the opportunity to see, touch, and taste an array of the latest functional finished products in order to make more informed purchasing decisions. Visitors are also encouraged to vote for the best tasting functional food and beverage at the annual **Tasting Centre Awards**. This year's entries include a vegan dairy-free cheese substitute, an astaxanthin-enriched chocolate bar for better skin health, a kefir-fermented milk drink, and an alcoholic herbal beverage created based on ancient Roman formulations.

Get Advice from Industry Veterans

Another initiative that helps nurture new entrants is the **Industry Experts Advice Centre**, where representatives from key partnering organisations will avail themselves for free 1-2-1 consultation sessions. Armed with a wealth of experience in their various fields, these specialists can provide regulatory advice (for China, Europe, Japan, and South East Asia), market access information and strategies, and marketing and innovation profiling. Visitors can book complimentary consultation slots with analyze & realize GmbH and Antion China in advance on the [Vitafoods Asia website](#).

Returning to the show once more is the **Market & Trend Overview**, presented in association with Innova Market Insights. Here, visitors can discover the latest innovations and key developments that will impact industry and product development in the coming months, within carefully selected health categories. The team of experts will guide visitors to better understand market leading ingredients, products, and consumer trends across the pan-Asian market, identifying ways to further grow their businesses through poster and digital presentations and independent advice.

Additionally, the **Omega-3 Resource Centre** will make a return with experts from the Global Organization for EPA and DHA Omega-3 (GOED) sharing their knowledge on Omega-3 formats and sources, how to reach Omega-3 consumers, and how to access market data on specific topics. Visitors will also be treated to the latest innovation and product developments in the Omega-3 market at this focused knowledge hub.

Commenting on their positive experience last year, Mike Roberts, Director of Business Development at GOED, shared, "Digital iPad presentations were hugely popular, and visitors with an interest in Omega-3 found the content very helpful. Through that, they gained a better understanding of the category and it was a good springboard for them to ask further questions. Asia is the highest growth region in the world for Omega-3s, and we look forward to interacting with industry professionals at the upcoming event."

Greater Learning Opportunities For All

Apart from gaining access to the latest innovations in the industry, visitors can look forward to new learning opportunities lined up at Vitafoods Asia, featuring two brand-new presentation theatres. With a focus on the future of innovation in the nutraceutical industry, the new **Innovation Theatre** will highlight the path to success with three core themes: Open Innovation, Personalised Nutrition, and New Technology.

Elsewhere on the show floor, the new **Life Stages Theatre** will focus on specific nutritional requirements needed throughout different human life stages, surrounding three core themes – Infant & Maternal Health, Adult Health, and Healthy Ageing. Each of these themes have been divided into relevant and more detailed subcategories, which were selected based on extensive consultation with industry and key stakeholders. Over two days, topics such as infant nutrition, metabolic syndrome, prevention of diabetes and cardiovascular diseases, active living, functional foods, and neurocognitive effects of micronutrient supplementation will be addressed.

Furthermore, Vitafoods Asia presents a couple of bespoke events with exclusive partners, AstaReal and DuPont, this year. Attendees seeking to learn more about the Health & Wellness Markets of South East Asia can sign up for the [AstaReal Lunch Brief](#) on 5 September. Separately, those keen on engaging with DuPont's team of innovative solvers can request an intimate "Meet & Greet" at the [DuPont Hospitality Suite](#) on 5 & 6 September.

Lastly, the highly anticipated **Vitafoods Asia Conference** will provide a more focused education offering, while allowing visitors plenty of time to attend the exhibition and network effectively. This year, the conference is split into two segments, each covering specific trends within the industry. The **Masterclasses** will explore focused topics on ingredient registration and regulatory compliance in Asia, marketing strategies, market trends and consumer insights, and a special focus on market access for China. On the other hand, the **Digestive Health & Microbiome Summit** will shed light on the fast-growing digestive health sector of the nutraceutical industry, covering topics such as digestive health, probiotics and prebiotics, and microbiota.

Affirming Informa's dedication to constantly innovate and improve, Lee added, "We're continuously reinventing our events' content and format, to ensure we remain ahead of the industry's needs. I'm confident visitors will be pleased with the exhibitors' wide portfolio of offerings and our diverse range of attractions."

For more information on Vitafoods Asia, visit www.vitafoodsasia.com.

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About Vitafoods Asia

Vitafoods Asia is part of Informa Exhibitions' Health & Nutrition division, which brings together a portfolio of events, digital media and publishing for marketers, manufacturers and formulators of nutrition and dietary supplements, healthy foods/beverages, and personal care products. Informa' events include Vitafoods Europe, Vitafoods Asia, Natural Products Expo West, SupplySide West, SupplySide East, and Engredia.

Informa's media brands include New Hope Network, Natural Products Insider, Supplside West & Vitafoods Global Storefronts, Vitafoods Insights, and Nutrition Business Journal (NBJ).

For more information, visit www.informaglobalhealth.com.

Informa's Global Exhibitions Division organises transaction-oriented exhibitions and trade shows, which provide buyers and sellers across different industries and communities with a powerful platform to meet face-to-face, build relationships and conduct business. Informa has a portfolio of more than 150 exhibitions, serving a number of core verticals, including Health & Nutrition, Beauty, Property & Construction, and Pop Culture.

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