

2 - 4 December 2014,
Amsterdam RAI, The Netherlands

FACTS & FIGURES: FIND OUT WHAT HAPPENED!

2014: A Huge Success



Hi Europe: The right ingredient for innovation and sourcing

A staggering 8,371* Total Attendees + 450 Exhibiting Brands

Health ingredients Europe has once again proved its place as the world's leading health and natural food ingredients event.

With today's consumers more aware than ever before of what they eat, and with increasing demands on costs, Hi Europe offered once again the leading platform to source a unique and never before seen insight into new processes and technologies, industry trends, consumer needs, cost reduction, food safety, traceability and sustainability.

OVER 8,300 HIGHLY QUALIFIED ATTENDEES

KEY STATISTICS

8,371*

UNIQUE ATTENDEES

MORE THAN 450

EXHIBITORS FROM ALL AROUND THE WORLD

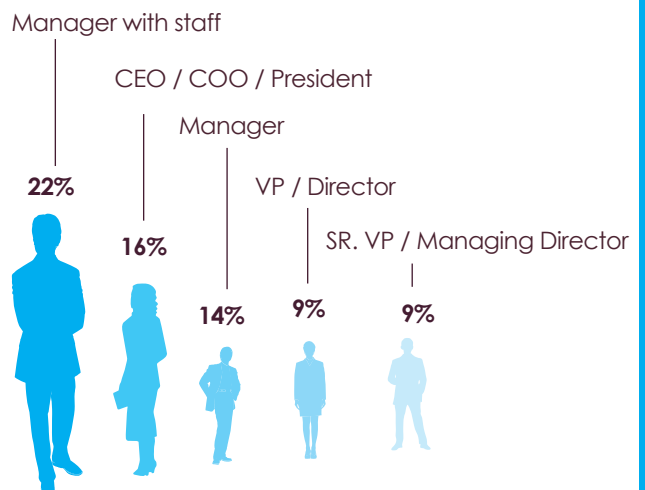
+20%

GROWTH IN ATTENDEES VS. PREVIOUS EDITION

76%

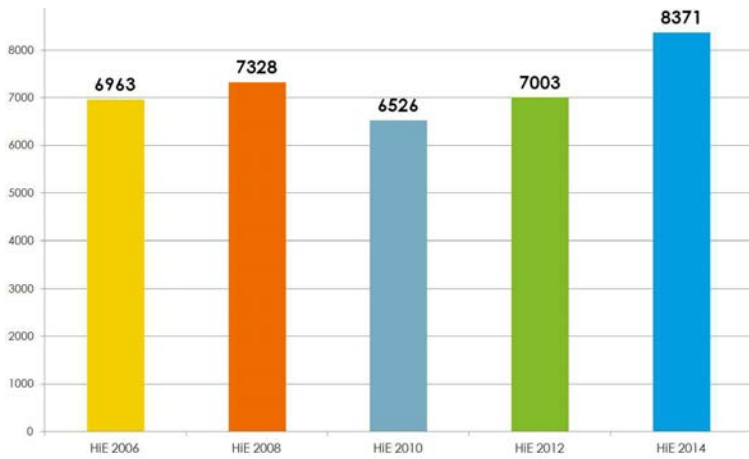
OF VISITORS HAVE PURCHASING AUTHORITY

TOP 5 VISITOR JOB POSITIONS



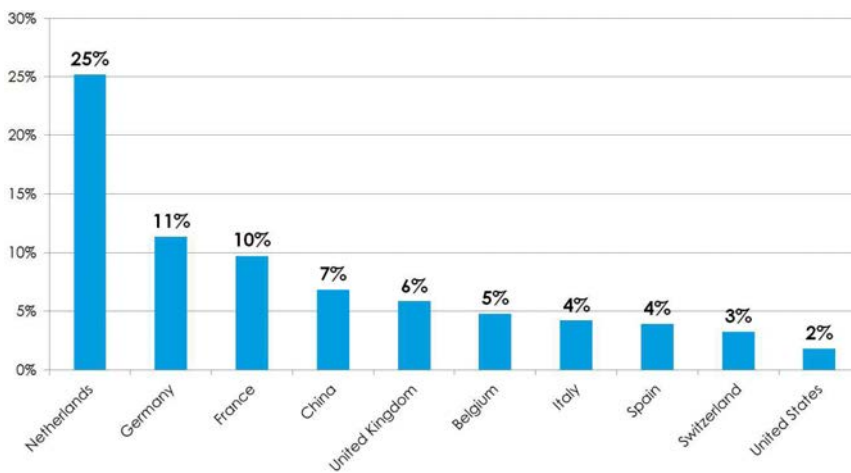
(*) Blanks excluded
(*) Figures awaiting for ABC auditing

ATTENDEE STATISTICS



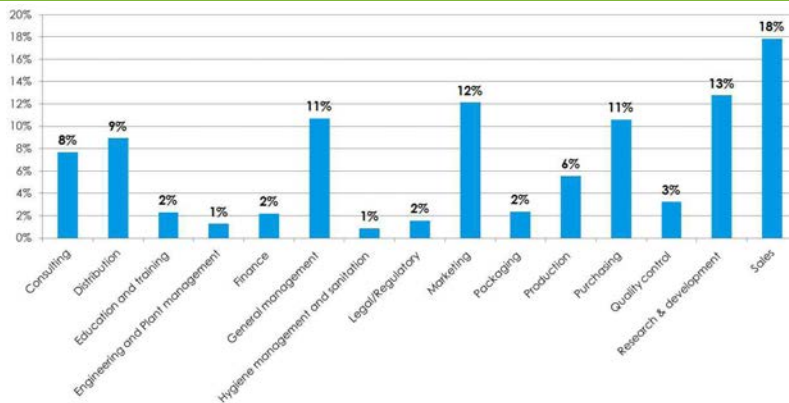
20%
EDITION ON EDITION
GROWTH IN ATTENDEE
NUMBERS!

VISITOR TOP 10 VISITING COUNTRIES

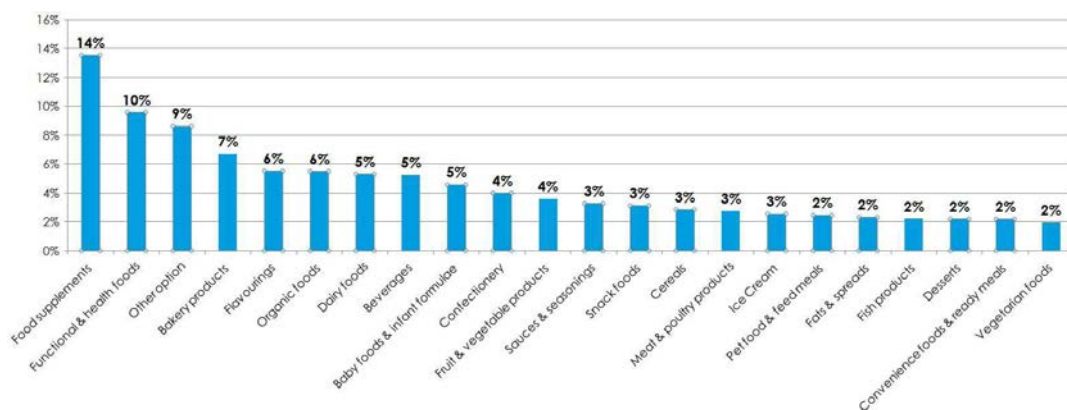


OVER 90
DIFFERENT
COUNTRIES
REPRESENTED

VISITOR AREA OF RESPONSIBILITY

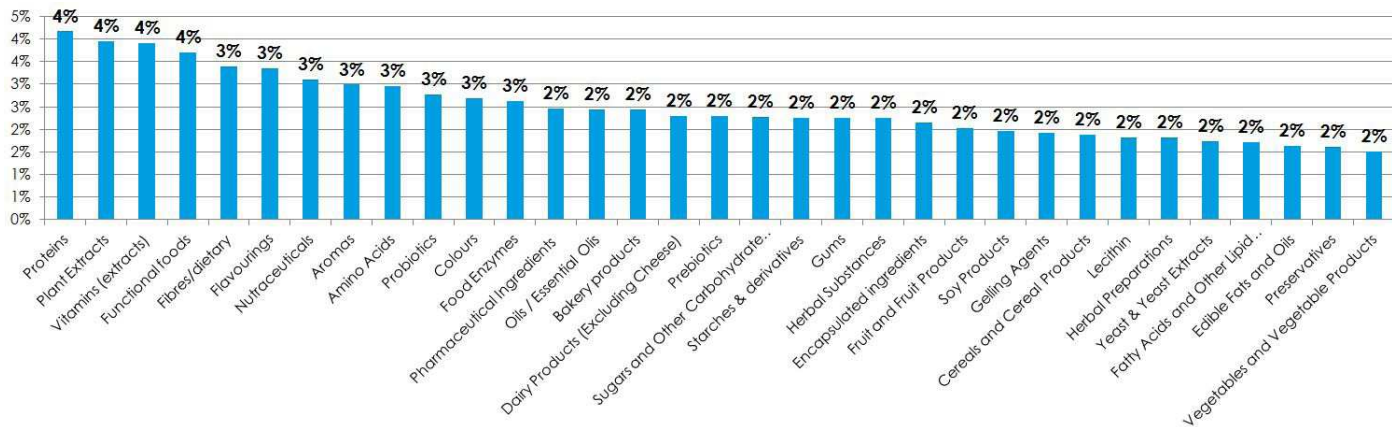


VISITOR MAIN PRODUCT OFFERINGS

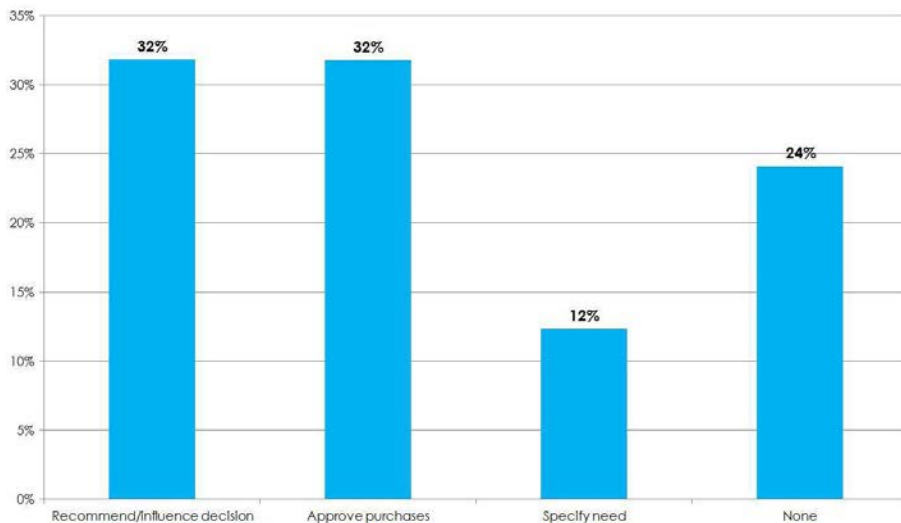


(*) Blanks excluded
(*) Figures awaiting for ABC auditing

VISITOR INGREDIENTS OF INTEREST



VISITOR PURCHASING POWER

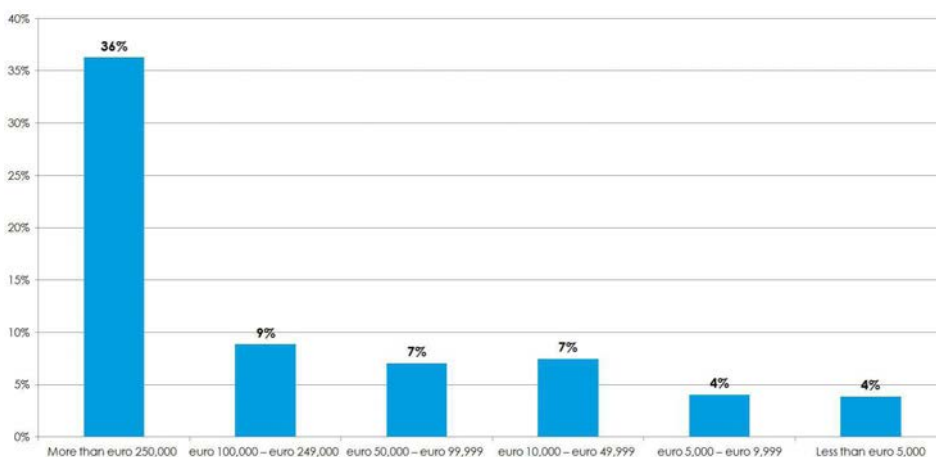


76%

Purchasing **Power**

5% more
Purchasing Power than
at Hi Europe 2012

VISITOR BUDGET RESPONSIBILITY



36%

attendees have an
annual budget of
more than **€250,000**

(*) Blanks excluded
(*) Figures awaiting for ABC auditing

EXHIBITOR TESTIMONIALS

"Hi Europe attracts many visitors which are especially interested in nutritional ingredients which is perfect for our business and we are very positively surprised by the quality of the show and its attendees".

Marketing Manager,
PARRY NUTRACEUTICALS

"It's our second time exhibiting at Hi Europe. We have met new and existing clients and found the quality of visitors really high, which is important when launching new innovations".

Director,
GUILIN LAYN INGREDIENTS CORP

"We are very satisfied with Hi Europe this year. We had the opportunity to meet with the right target group and we definitely recommend the show to others. We will be happy to be back next time".

Area Sales Manager,
AKER BIO MARINE

VISITOR TESTIMONIALS

"Hi Europe is a great show for us to meet companies outside our country. We can network with new companies and make important business contacts - all in all we think it was a great investment to come".

Product Developer,
INNOVATION BRANDS

"If you are looking for a place to meet your suppliers, find innovations and enjoy the buzz of a B2B event, Hi Europe is the place to be".

Product Technologist,
BAVARIA

"Health ingredients Europe is on my calendar every other year. I made valuable contacts and got the opportunity to stay up to date with new ingredients, market developments and all in one place in one single location".

General Manager,
DRORETH LTD.

VISITOR SAMPLE

- NEW MATERIALS SOURCING MANAGER, **MARS**
- PURCHASING DIRECTOR, **PEPSICO**
- SENIOR BUYER, **DR. OETKER**
- PURCHASING MANAGER, **PURATOS**
- GLOBAL STRATEGIC BUYER, **NESTLÉ**
- SENIOR FLAVORIST, **GENERAL MILLS**
- SENIOR VICE PRESIDENT, **BASF**
- R & D DIRECTOR, **UNILEVER**
- PROCUREMENT MANAGER, **HEINZ**
- GLOBAL BUYER INGREDIENTS, **DANONE**

EXHIBITION DETAILS 2016

Health ingredients Europe & Natural ingredients 2016
29 November - 1 December 2016
Messe Frankfurt, Germany



With over 84% of stand space for 2016 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/exhibit or call Julien Bonvallet on +31 (0)20 40 99 515