

**KARADENİZ İHRACATÇI BİRLİKLERİ
GENEL SEKRETERLİĞİ**



Sayı : 35649853-TİM.KİB.GSK.TEŞVİK.2021/788-1521

Giresun, 22/04/2021

Konu : Free From, Organic, Vegan, Functional Food Fuar Duyurusu

E-POSTA

**KARADENİZ İHRACATÇI BİRLİKLERİ ÜYELERİNE SİRKÜLER
2021 / 230**

Sayın üyemiz,

T.C. Ticaret Bakanlığı İhracat Genel Müdürlüğünden alınan 20/04/2021 tarih 63421298 sayılı yazıda;

Hollanda'nın Amsterdam kentinde bulunan "RAI" fuar merkezinde 23-24 Kasım 2021 tarihleri arasında düzenlenecek "Free From, Organic, Vegan, Functional Food" fuarına ilişkin olarak iş insanlarımızın desteği ve katılımının talep edildiği belirtilmekte ve fuara katılmak isteyen firmalarımızın "Yurt Dışında Gerçekleştirilen Fuar Katılımlarının Desteklenmesine İlişkin 2017/4 Sayılı Karar" kapsamındaki desteklerden yararlanılabilmeleri için, katılım sağlanacak fuarların Bakanlıkları internet sitesinde yer alan "Desteklenecek Yurtdışı Fuarlar Listeleri"nde yer alması gerektiği bilgisi hatırlatılmakta olup, etkinliğe ilişkin tanıtıcı sunum ve resmi broşürün birer örneği ilişik bulunmaktadır.

Bilgilerinize sunarız.

e-imzalıdır
Sertaç Ş. TORAMANOĞLU
Genel Sekreter a.
Şube Müdürü

Ekler:

Ek.1 – 2019 Yılındaki Free From Functional & Health Ingredients Fuarı Etkinlik Raporu (11 sayfa)

Ek.2 - Free From, Organic, Vegan, Functional Food 2021 Etkinliğine Dair Sunum (24 sayfa)

Ek.3 - Free From, Organic, Vegan, Functional Food 2021 Afışı (2 sayfa)

EVENT REPORT 2019



**FREE FROM
FUNCTIONAL
FOOD EXPO**



**FREE FROM
FUNCTIONAL
HEALTH INGREDIENTS**

28-29 MAY 2019 BARCELONA

FREE FROM • ORGANIC • VEGAN • FUNCTIONAL • INGREDIENTS



WWW.FREEFROMFOODEXPO.COM

Introduction

The 7th edition of Free From Functional & Health Ingredients was held from Tuesday 28th until Wednesday the 29th of May in Fira Barcelona, Gran Via, Spain. So far the event was organized for the third time in Barcelona. The show was co-located next to Free From Plastics Packaging 2019 all under one roof in a particularly privileged way.

The most important figures regarding Free From Functional & Health Ingredients 2019 are included in this Event Report, based on research executed directly after the closure of the show.

Market Research

The results of the Event Report were retrieved from questionnaires and conducted amongst the visitors and exhibitors of this year's edition. Furthermore, interviews were done with founding members, top pre-selected speakers at the conference and well - known marketing analysts and consultants. The analysis was executed with the support of N200, an independent market research and registration center, specialized in exhibitions and events.



Exhibitors Profile

In total, 355 (co)exhibitors participated at Free From Functional & Health Ingredients 2019.

The food exhibitors are free-from food manufacturers, organic food manufacturers, vegan food manufacturers, brand owners and/or private label, wholesalers, distributors, traders and other free-from solution providers like Ingredient manufacturers who are active in the European free-from and functional food markets from the following free from functional categories:

Gluten free	Lactose free	Dairy Free	Probiotics
Functional	Soy free Dietary	Beverages	Protein Snacks
Vegan free from	Organic food	Certified/Non-Certified	Palm Oil Free
Yeast free	Food Supplements	Protein Supplements	Wheat free
Sugar free	Sport Bars	Isotonic Instant	Beverages Egg free
Fat free	Sports Nutrition	Nutritional Supplements	No sugar
GMO free	Nutrition's	Less Sugar	No additives
Vitamins	Omega 3	And many more	



355 (co)exhibitors

The exhibitors are looking for a trading, knowledge and a networking platform where they can do focused business with potential buyers and specifiers from small and large Retail, Manufacturers, Food Service, Bio-, Health and Convenient Stores.



Visitors Profile

In total, 7.820 visitors from more than 69 different countries attended the Free From Functional & Health Ingredients. A growth of 52% in visitor numbers compared to 2018! The exhibition attracts a high quality target group. The food visitors are buyers, specifiers from large and smaller retail, manufacturers, food service, bio-, health, convenient stores and other free-from distribution channels. The food visitors are looking for free from, organic, vegan, functional food products and solutions.

Entrance to Free From Functional & Health Ingredients was possible by pre-registration at the official website freefromfoodexpo.com and through distribution of several printed invitation cards and digital invitation tools by the organizer and the exhibitors. Visitors could also make use of on-site registration at the venue.



Improvements

We improved the show on several levels:

- We worked with many new media titles;
- We extended the number of conferences with 3 more, to a total of 5 speaker programs;
- Initiated NetworkTables;
- We organized co-located Free From Plastics Packaging;
- We organized 2 new Innovation Pavilions: Free From Plastics Packaging and Free From Food Awards;
- We realised more activities and increased involvement on social media;
- Increased the number of matchmaking meetings;
- We sent more Food Scoop interviews and e-shots;
- The market is still strong growing on retail shelves, new product launches and by product solutions in the food processing industry.

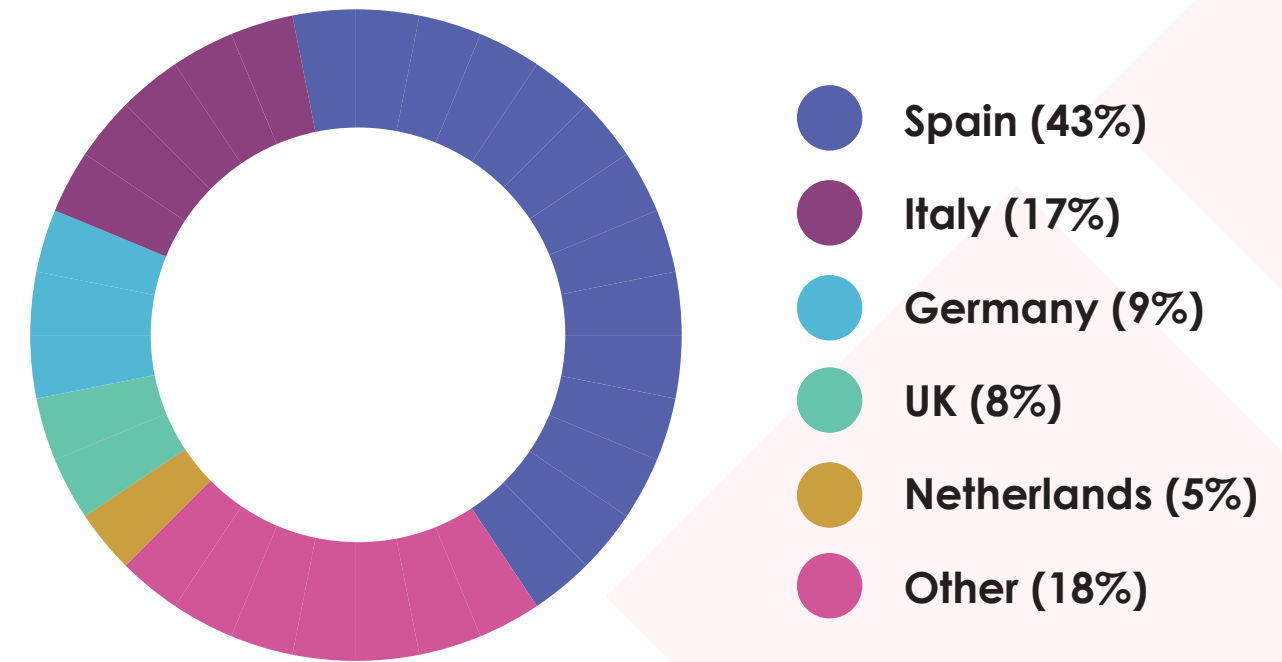
Visitor Analysis


Number of visitors: 7.820

Tuesday 28th of May: 4.370 visitors

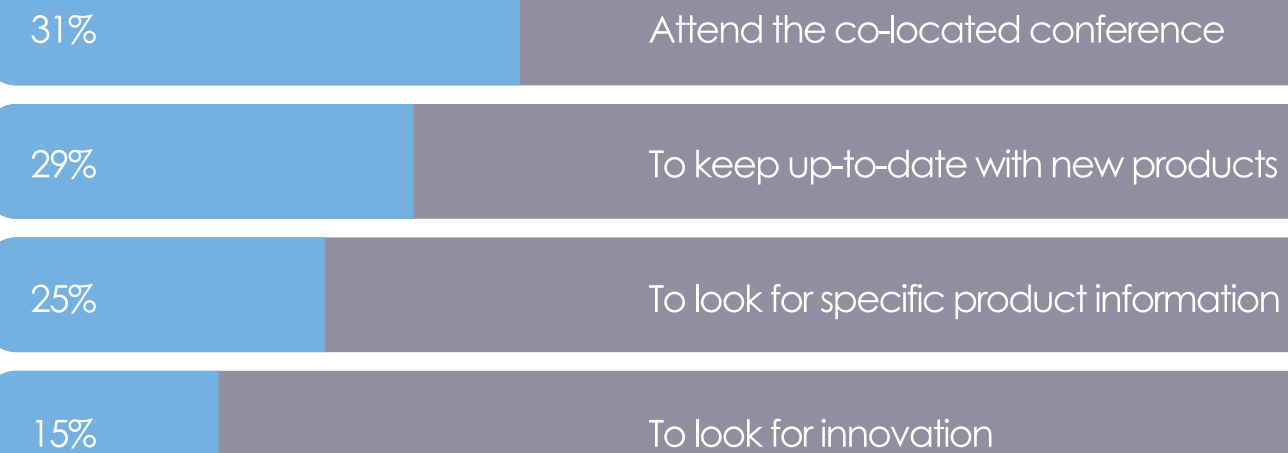
Wednesday 29th of May: 3.450 visitors

* The number of visitors has not been counted on the basis of the number of visits, but on the number of individual persons. E.g. if one person entered the exhibition twice (on the same day, or another day), this will only count as one visitor.

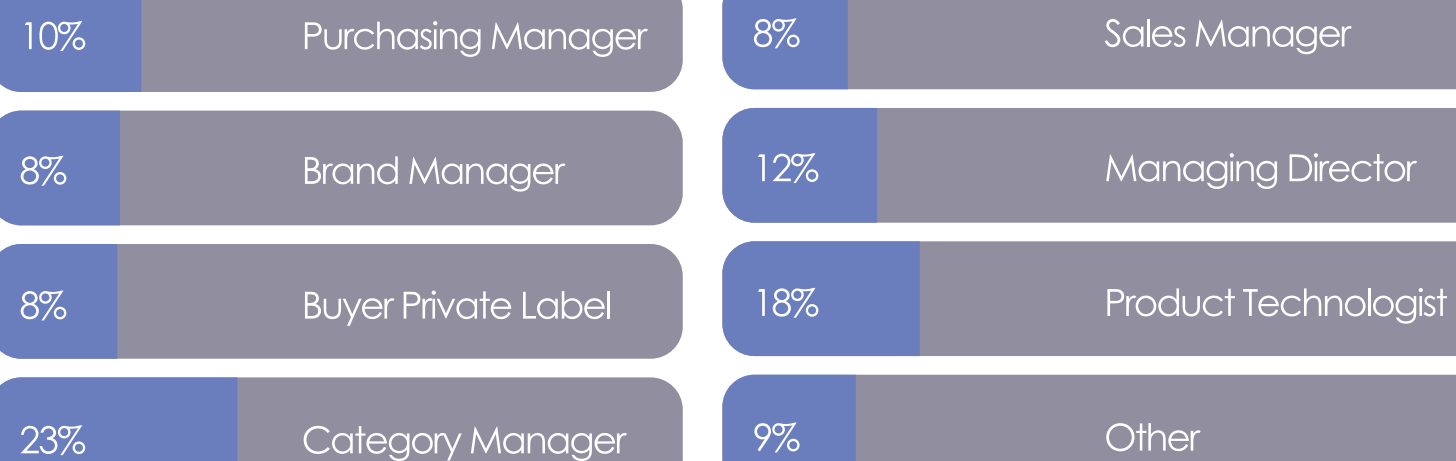


Albania	Canada	Finland	Italy	Montenegro	Serbia	United Kingdom
Andorra	Chile	France	Japan	Netherlands	Slovakia	United States
Argentina	China	Gambia	Korea	New Zealand	Slovenia	Uruguay
Australia	Colombia	Germany	Latvia	Nigeria	South Africa	
Austria	Croatia	Greece	Lebanon	Norway	Spain	
Belarus	Cuba	Guatemala	Libya	Panama	Sri Lanka	
Belgium	Cyprus	Hungary	Lithuania	Peru	Sweden	
Bolivia	Czech Republic	Iceland	Malaysia	Poland	Switzerland	
Brazil	Denmark	India	Malta	Portugal	Tunisia	
Bulgaria	Egypt	Ireland	Mexico	Romania	Turkey	
Cameroon	Estonia	Israel	Monaco	Russian Federation	United Arab Emirates	

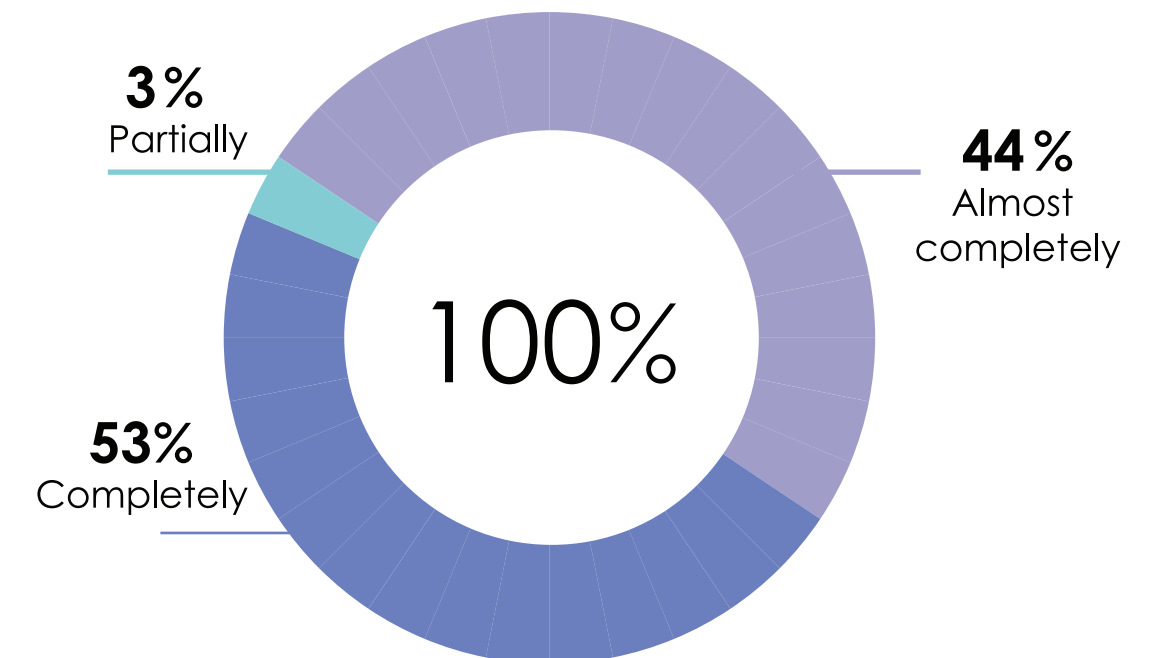
• What was/were your primary reason(s) for visiting the show?



• What is your job function?



• Overall, how well did you meet your company's objectives at the expo?



• In what segment are you active?



• Which following Product Categories are you interested in?

Snacks

Bread

Beverages

Functional

Ingredients

Pasta

Dry Food

Ready Meals

Cereal

Gourmet

Dairy

Confectionary

Frozen

Fresh

Private Label

Plastics Free Packaging

Flour

Baby Food

Fine Food

Sauces & Seasonings

Meat

Canned

Chilled

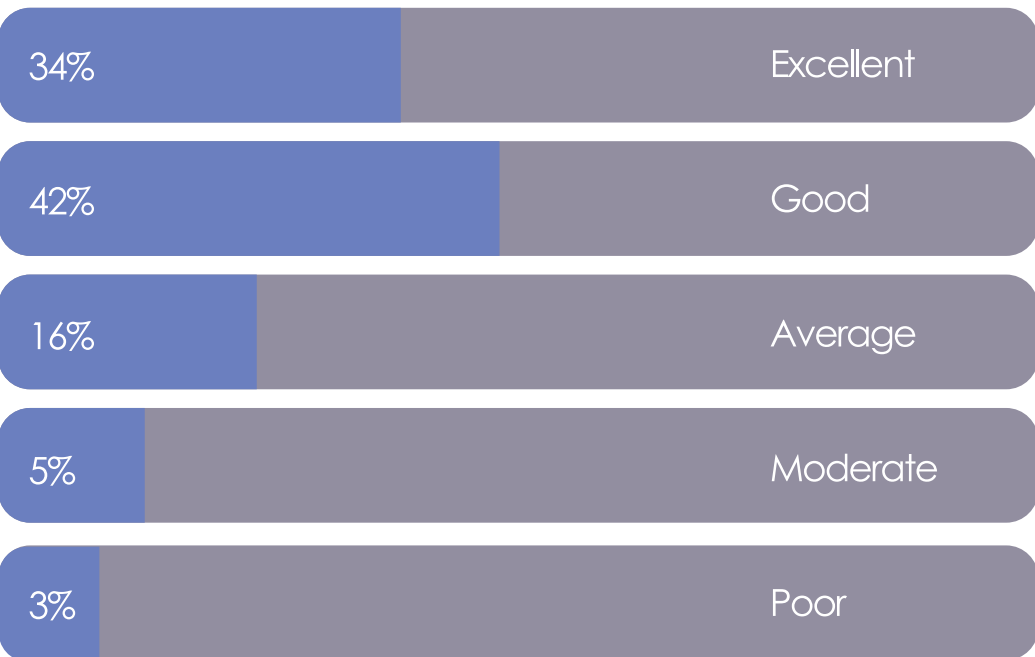
Laboratory Analyses/ Testing

Kosher

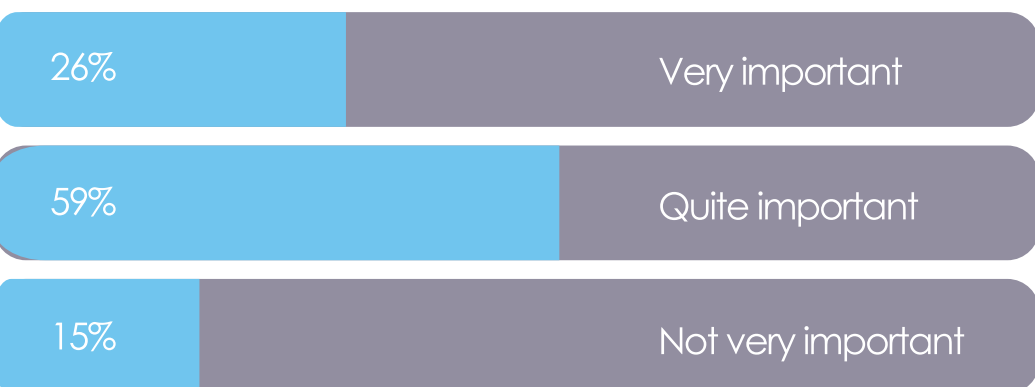
Other i.e.



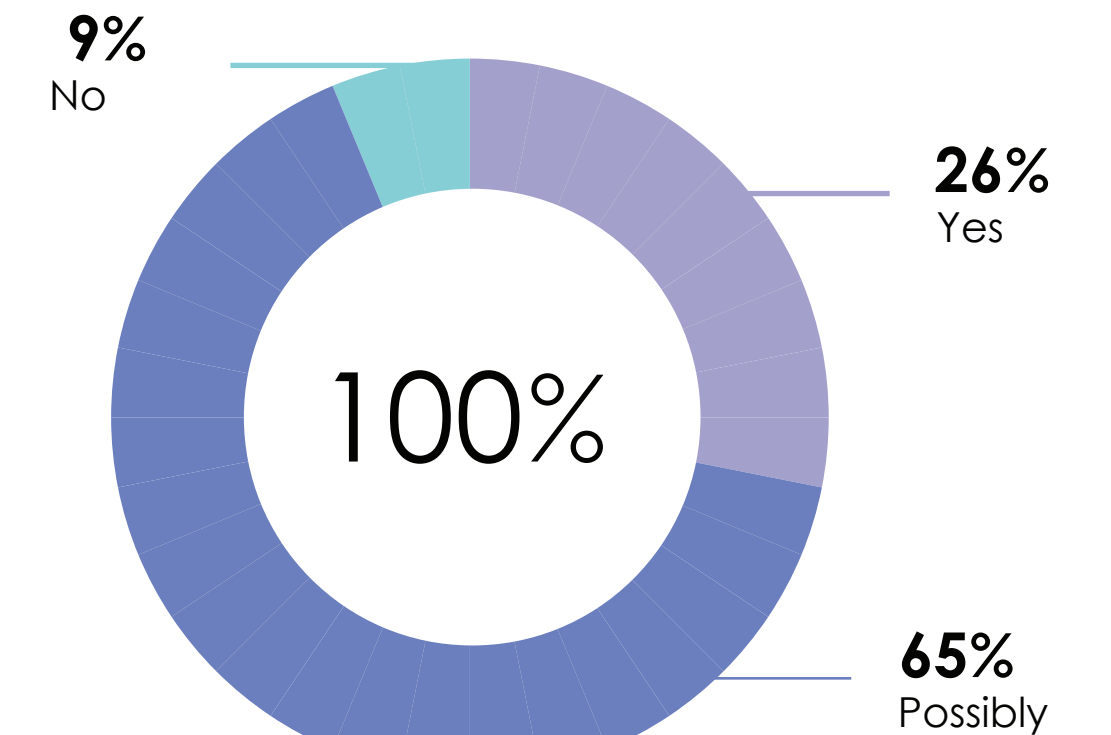
- How do you rate the quantity of the visitors?



- How important is it to your business that you visit the show?



- Are you planning on placing orders with any exhibitors within the next 6 months?



• Which following Free From Categories are you interested in?

Allergen Free

Dairy Free

Fat Free

GM Free

Vegan

Egg Free

Gluten Free

Intolerance-free

Lactose Free

Substitutes For Dairy Protein

Low Gluten Solutions

Meat Free

Organic

Nut Free

Soy Free

Sugar Free

Yeast Free

Taste Free

Wheat Free

Plastics Free

Calorie Reduction

No Hydrogenated Fat

Non-GMO

Clean label

No Preservatives

No Additives

Low Gluten Solutions

Reducing Fat

Replacing Egg

Sugar Reduction

Other i.e.

Exhibitor Analysis

- What was/were your primary reason(s) for exhibiting at the show? More answers possible.



- Have you made new business contacts?

- In case you did not make sales during the event, do you expect to make sales afterwards?



- How do you rate the quantity of the visitors?



- Free From Functional & Health Ingredients 2021 will be organised in Amsterdam from 15 till 16 of June. Will you exhibit again?



FREE FROM FUNCTIONAL & HEALTH INGREDIENTS 2019 BARCELONA, SPAIN



Fira Barcelona



**FREE FROM
FUNCTIONAL
FOOD EXPO**

23-24 NOVEMBER 2021 - RAI AMSTERDAM



**FREE FROM
FUNCTIONAL
HEALTH INGREDIENTS**

FREE FROM • VEGAN • ORGANIC • FUNCTIONAL • INGREDIENTS



rai
AMSTERDAM

Venue: Amsterdam RAI Exhibition Centre

WWW.FREEFROMFOODEXPO.COM

Parallel organized with:

**FREE FROM EXPO
PACKAGING**

23-24 NOVEMBER 2021 - RAI AMSTERDAM

BIODEGRADABLE • RECYCLABLE • BETTER PLASTICS • CARTON/PAPER

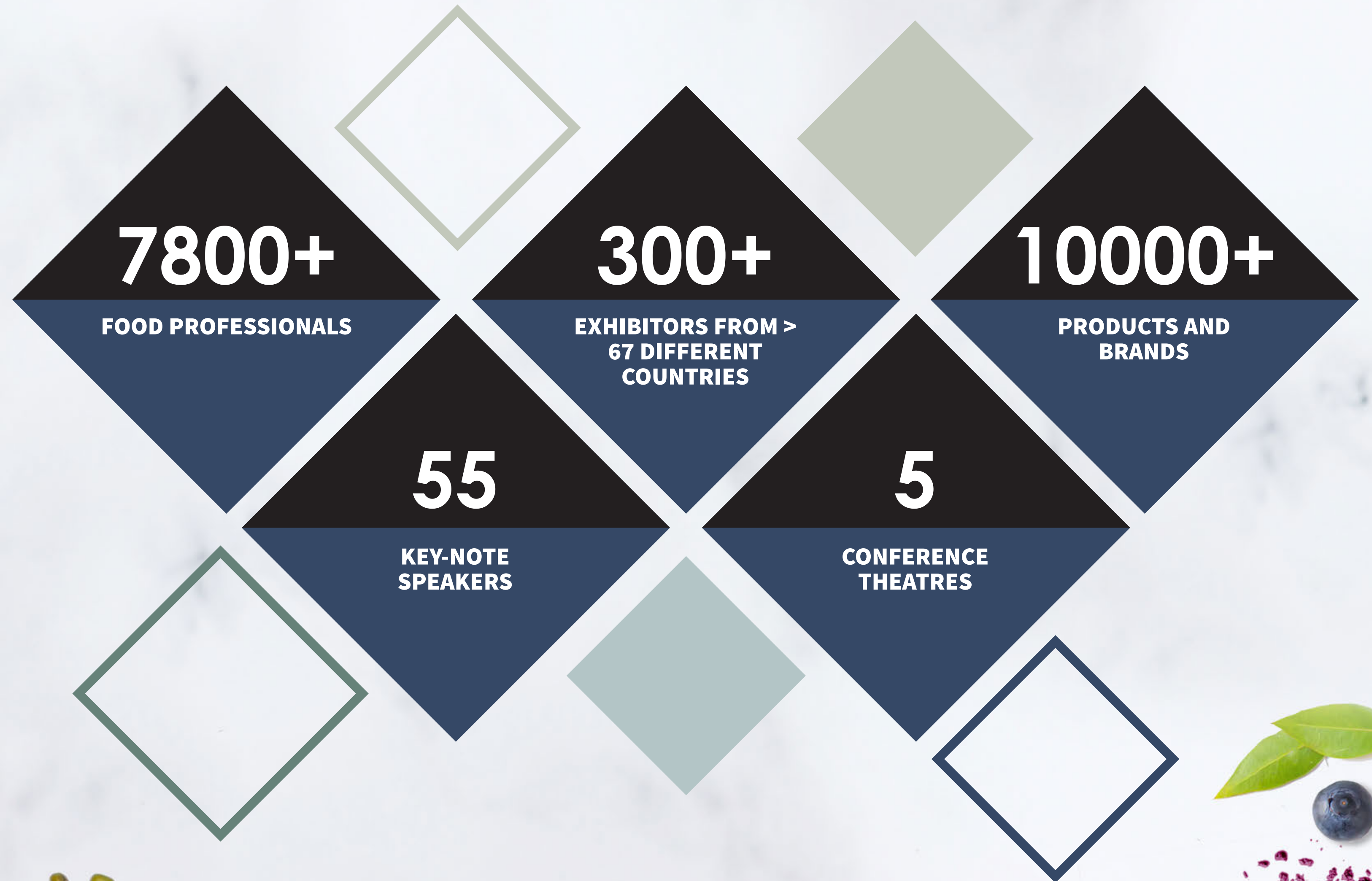


**THE MOST FOCUSED AND DEDICATED
FREE FROM TRADE SHOW INITIATED
BY INDUSTRY AND RETAIL**



VISITOR PROFILE

Country Pavilions of the United States, Austria, Finland, Korea, Denmark. Innovation Pavilion by Wageningen University, Organic Trade USA/OTA Pavilion, Start-Up, Seaweed Pavilion, Protein Cluster Pavilion, NewComers and Best Free From & Vegan Pavilions.



Each edition again, **Europe's Free From Functional Food trade show** is attracting more high qualified and focused Food Professionals working with Retail, Industry, Food Service, Bio Chains and more distribution channels like Catering, Horeca, Hotels and Online, sourcing healthy, trendy and fancy food categories and claims like:

Gluten Free
Lactose Free
Dairy Free
Sugar Free
Meat Free
Meat Replacements
Plant-Based
Vegan
Low Carb
Replacements

Fat Free
GMO Free
Soy Free
Chemical Free
Additives Free
Natural
Organic
Healthy Ageing Food
Nutritional Supplements
Sports Food & Beverages

Palm Oil Free
Wheat Free
Egg Free
Allergen Free
Protein Snacks
Sport Bars
Brain Food
Diet
Omega 3
Vitamins





“As plant-based eating is moving from trend to food revolution status, the industry is taking up the challenge to deliver more ‘clean label’ meat and dairy alternatives.”

TRADING PLATFORM STRONGHOLDS COVERING



FREE FROM

The Free From Food business is growing rapidly, becoming mainstream and offers more space on the supermarket shelves.



VEGAN

Vegan is one of the fastest growing Free From categories and with an increase of 500% of vegan and vegetarian products, more than a trend!



ORGANIC

Organic and Natural Products are back and trendy in the conscious and healthy mindset of the consumer.



FUNCTIONAL

Functional Food is adding performance and health benefits for vegans, sports lifestyle and healthy ageing.



INGREDIENTS

Ingredient solutions at the expo offers the opportunity for brand owners and food technologists or for retail and industry to develop new free from products and expand with new in-trend products.



“Strong focus centers on food innovation that supports consumers who are managing careers, families and social lives while striving to maintain healthy lifestyles.”



Free From Functional Expo European Data

>25%

GROWTH each edition

85%

RE-BOOKINGS

2013

1200m²
Event Space

2021

9000m² Event
Space in 3 days

Organized
bi-annually North
and South editions:

- Freiburg 2013 & Brussels 2014
- Barcelona 2015 & Amsterdam 2016
- Barcelona 2017 & Stockholm 2018
- Barcelona 2019 & Amsterdam 2021

Sao Paulo July 2021 – Barcelona June 2022.

Registered
Visitors

930 visitors

2013

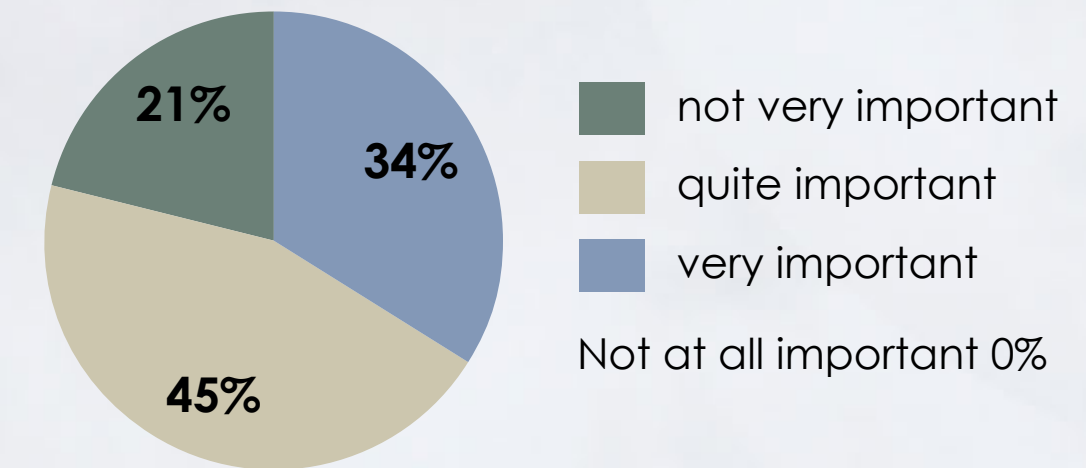
2019

7.800 Visitors from
more than 67
different countries

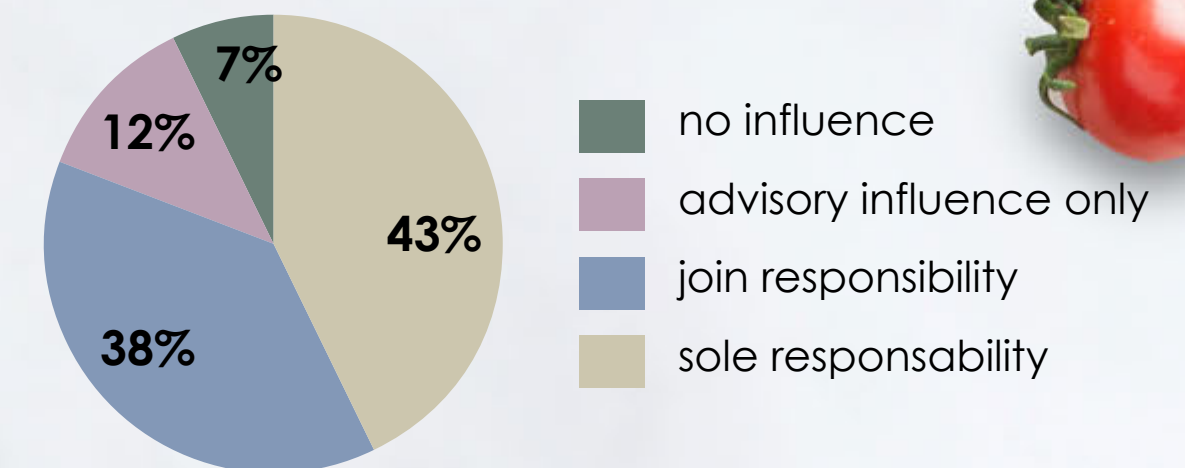


STATS DESIGN

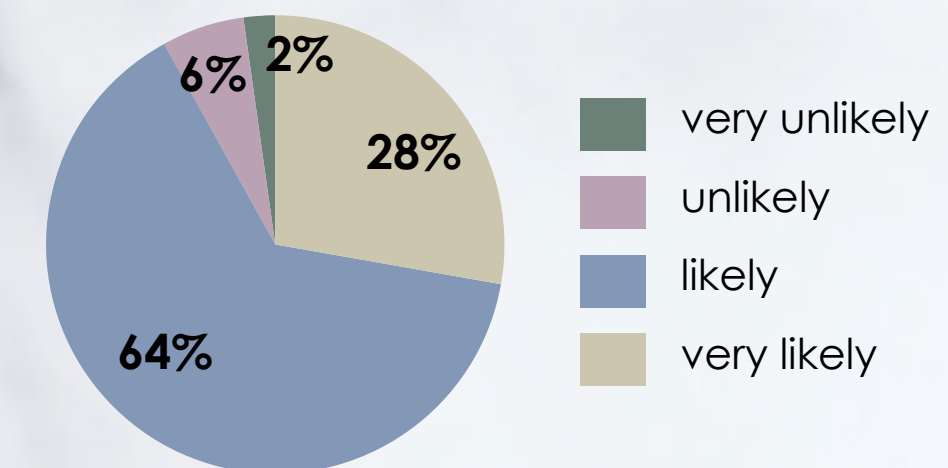
Some things in business are more important than others. Overall, how important is it to your business that you visit the show?



What kind of purchase role do you have in your company?



How likely are you to do new business with an exhibitor or visitor you met at the show?



“Health drives plant-based diets: More than ever, consumers are watching what they eat and choosing health above all.”



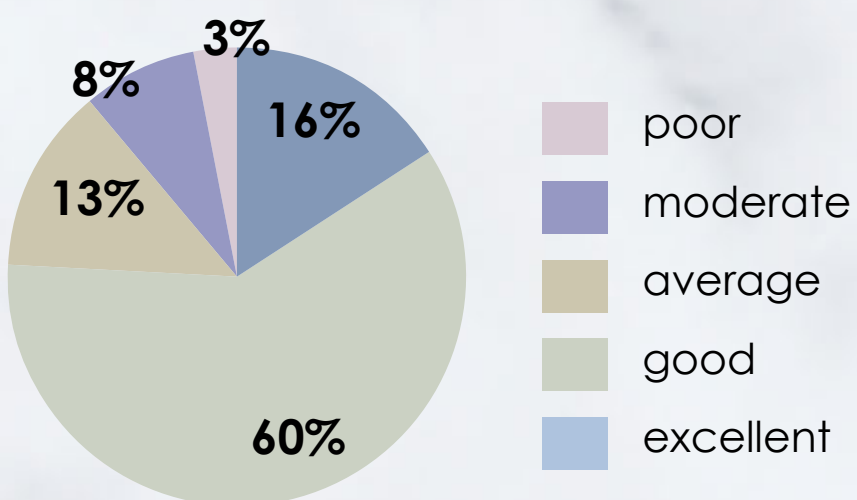
EXHIBITOR PROFILE

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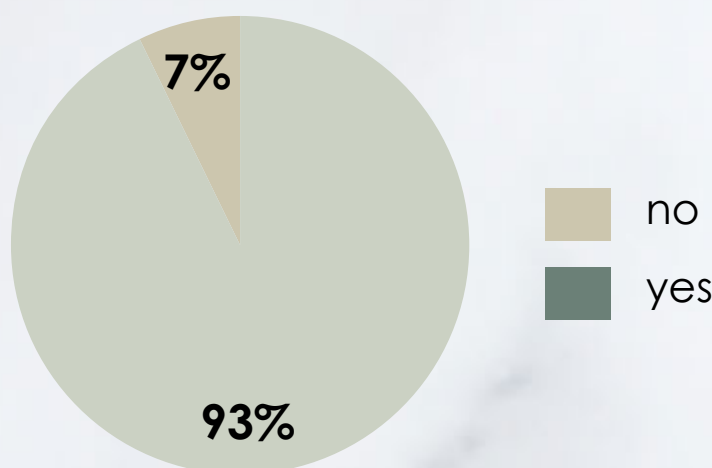
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EXHIBITOR PROFILE

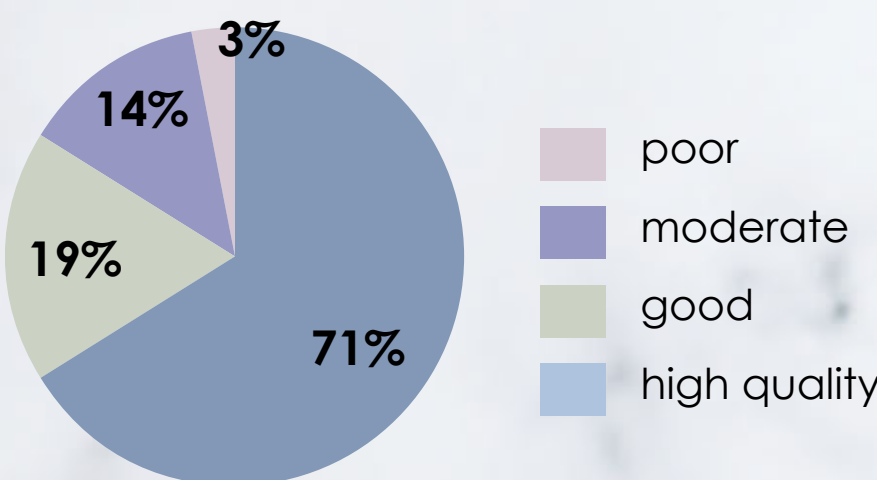
How do you rate the quality of the visitors?



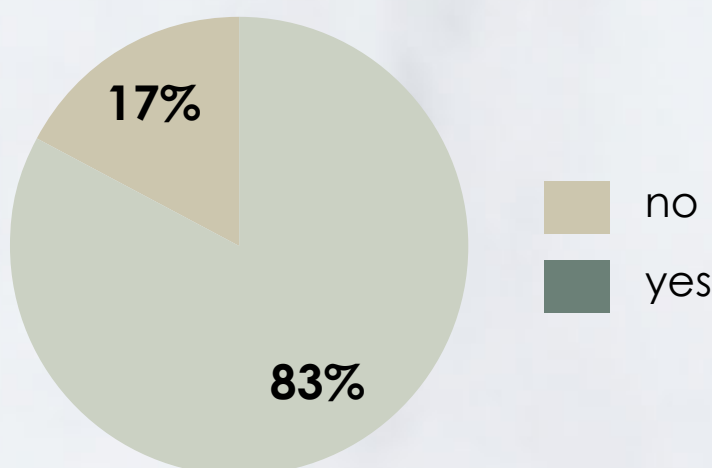
Have you made new business contacts at the show?



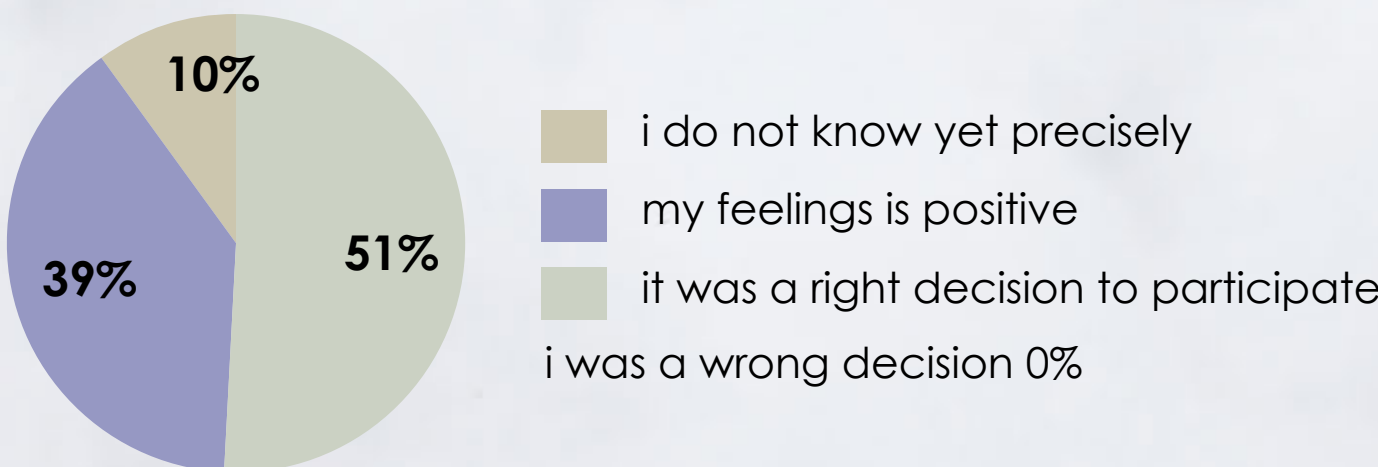
How do you experience the look/quality of the show and its exhibitors?



Do you expect to make sales as a result of your participation within the next 6 months?



How do you look back on participating as an exhibitor?

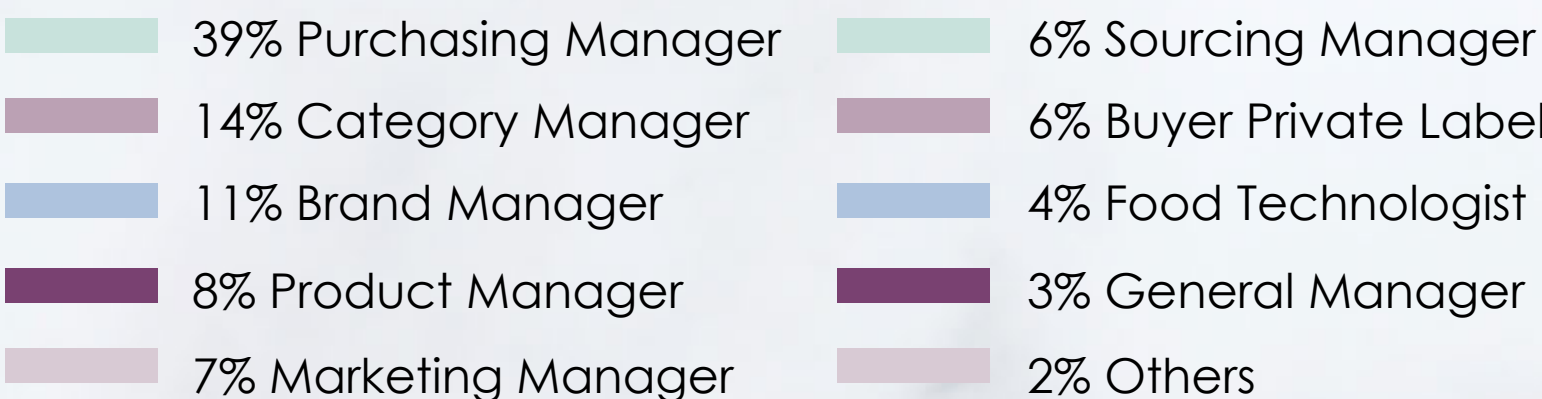


VISITOR PROFILE

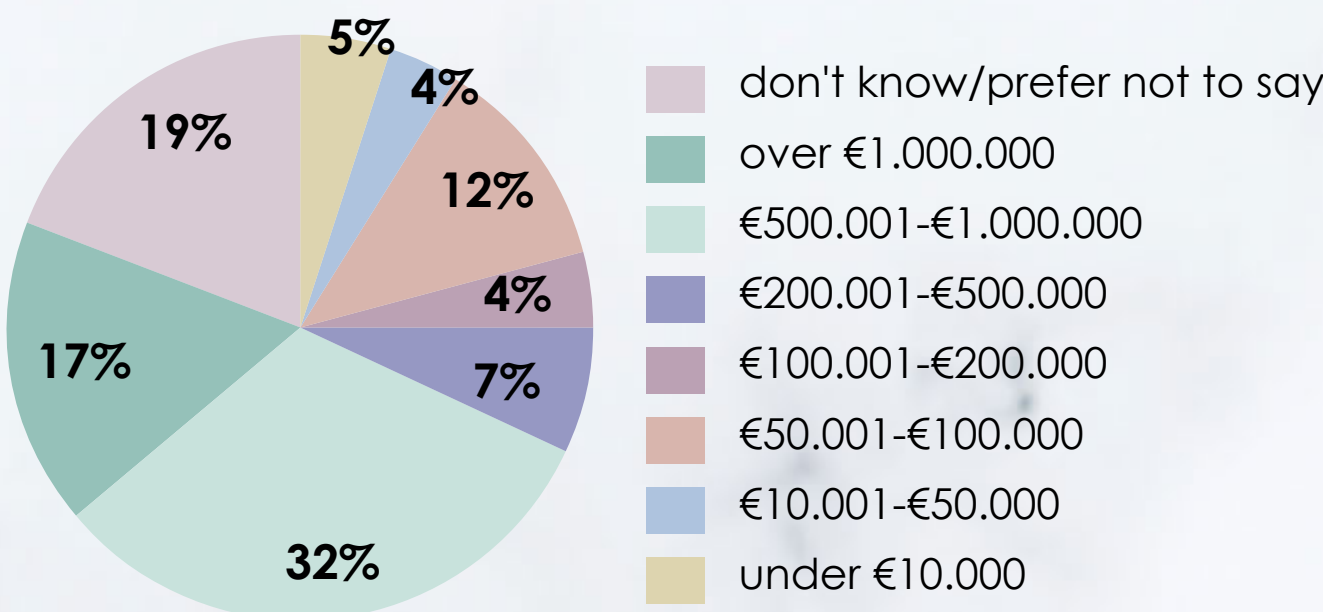
In total, **7.820 visitors form more than 69 different countries** attended the Free From Functional & Health Ingredients. A **growth of 52%** in visitor numbers compared to 2018! The exhibition attracts a high quality target group. The food visitors are **buyers, specifiers from large and smaller retail, manufacturers, food service, bio-, health, convenient stores and other free-from distribution channels.** The food visitors are looking for free from, organic, vegan, functional food products and solutions.

VISITOR PROFILE

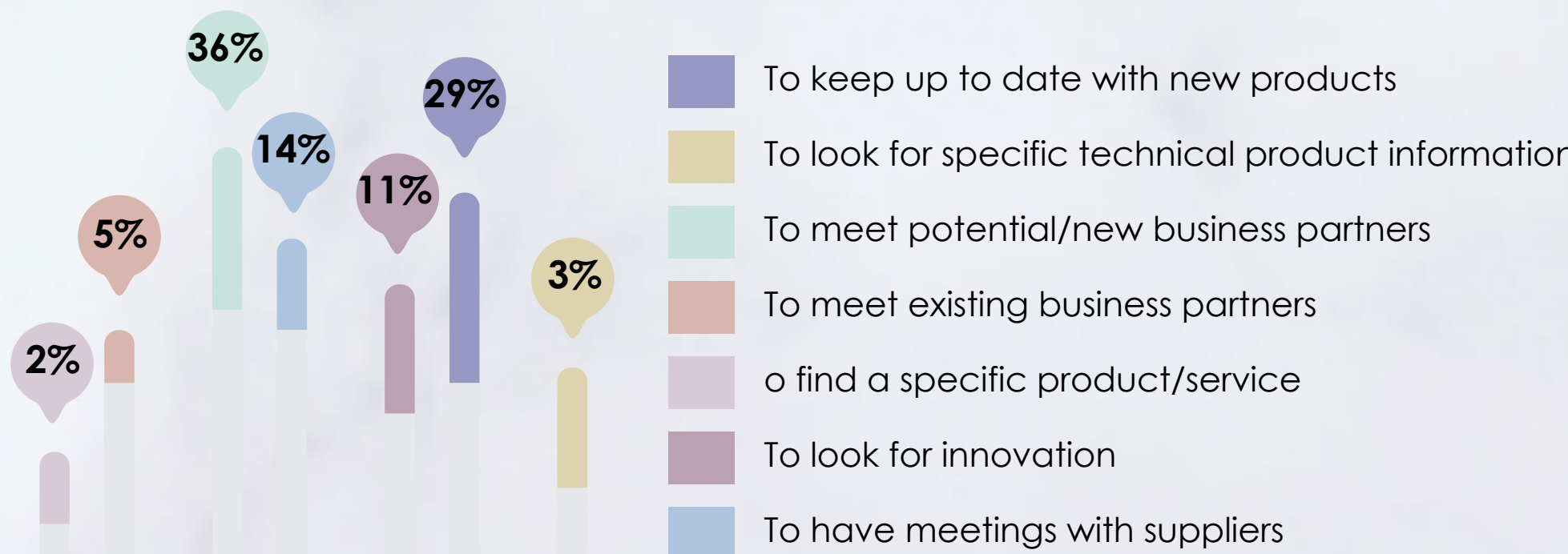
What is your job function?



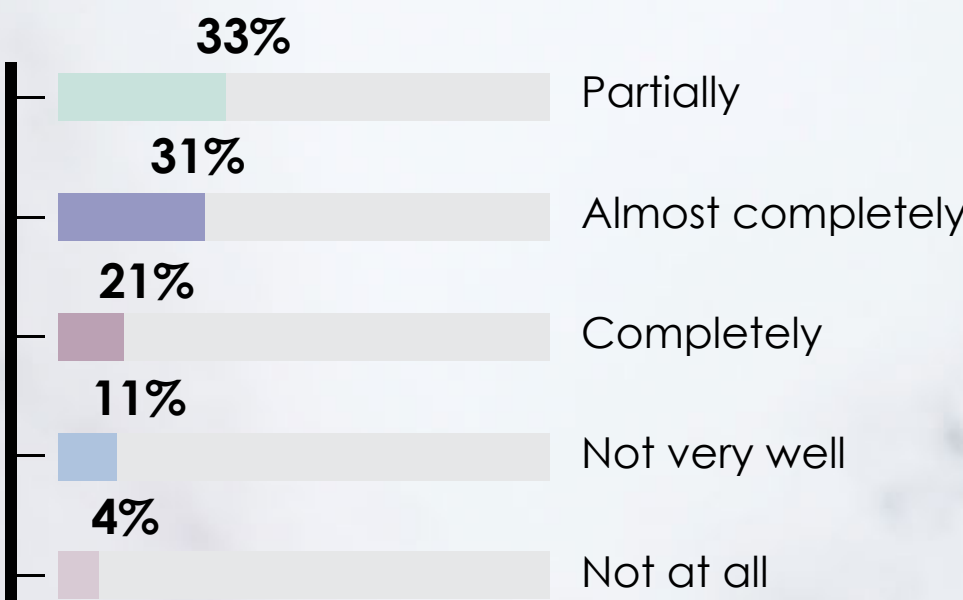
What is your department's annual spend on the types of goods/services exhibited?



What are your MAIN objectives for attending this show?



Overall, how well did you meet your objectives?



Highly Focused Visitors Doing Better Business



Snacks
Bread
Beverages
Sports Food
Ingredientes Solutions
Pasta
Dry food



Ready Meals
Cereal
Gourmet
Dairy
“Meet Free”
Confectionary
Frozen



Provate Label
Diet
Healthy Ageing
Brain Food
Replacements
Chilled
Breakfast



A photograph of an elderly couple embracing in a field. The woman, with reddish-brown hair, is wearing a blue denim jacket and has her arms around the man. The man, with a white beard, is wearing a light blue shirt and is laughing heartily. They are both looking towards the right side of the frame. The background is a soft-focus green field under a warm, golden light, suggesting a sunset or sunrise.

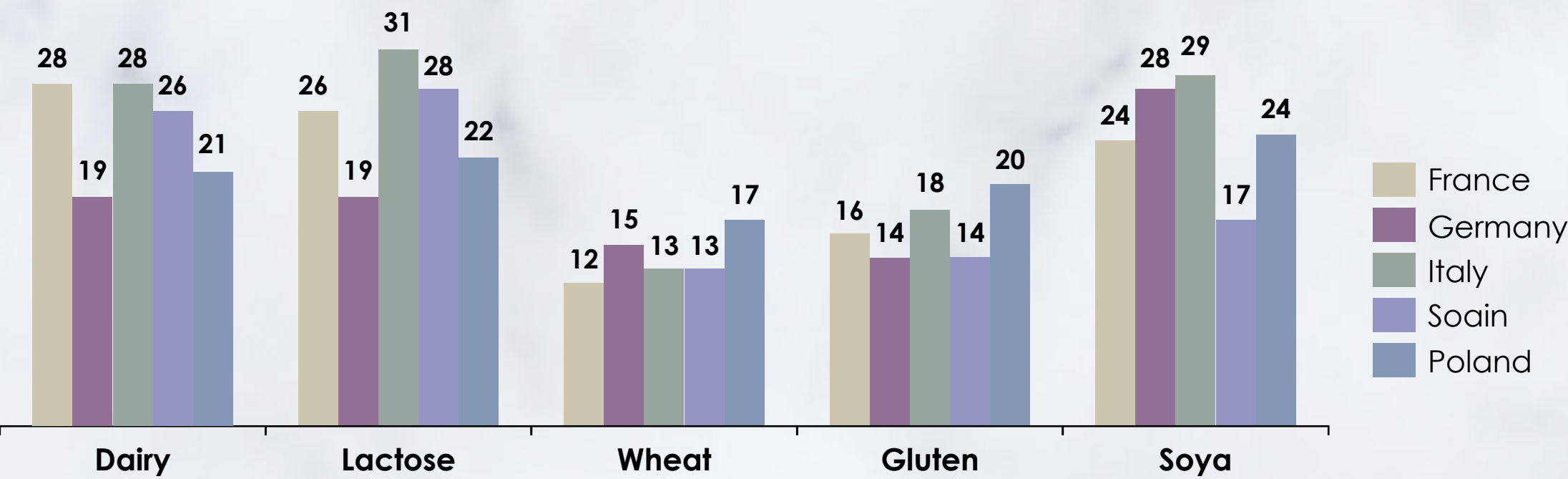
“Functional Food for Healthy Ageing: People are living longer, with more income and higher aspirations. Reaching old age is no longer a marker to start winding down. Needs/expectations need to be understood for brands to appeal to ageing seniors and win them over.”

The continuing growth of Free From



Avoiding food allergens and ingredients linked to intolerances is commonplace in Europe

Select European countries: "I avoid select food/ingredients", % of consumers who agree, 2008 G4



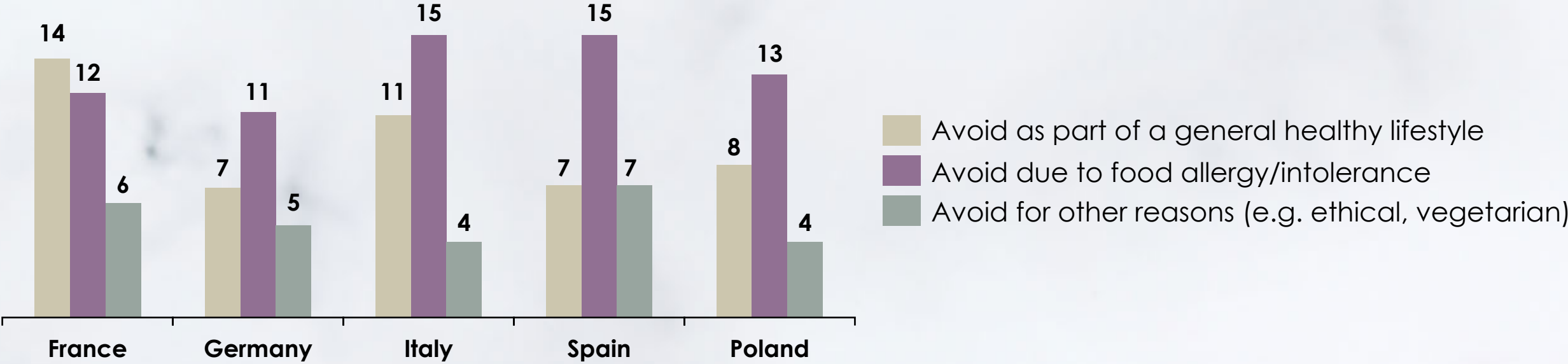
Base: Internet users aged 16+ 1000 in each country
Source: Lightspeed/Mintel



Dairy: consumers avoid dairy due to allergy/intolerance

Many consumers self diagnose food allergy/intolerance

Select European countries: Reasons for avoiding DAIRY, % of consumers who agree, 2008 G4



Base: Internet users aged 16+ 1000 in each country
Source: Lightspeed/Mintel



Lactose Intolerance

61% of respondents said they consumed Food 0% Lactose in search of Healthier Food



SERVING THE FREE FROM COMMUNITY ONLINE: DOING BETTER BUSINESS!

A proven effective online Free From Virtual Summit.
An intelligent forum facilitating frequent series of webinars and
matchmaking sessions for networking, to share insights and content,
learn, make new business contacts and plan private meetings through
data driven access. **Doing Better Free From Business. See you online!**



Virtual Summits: 24 – 26 November 2020

Interactive Platform to network and connect, JOIN US!

Online Virtual Summit Meetings

FREE FROM VIRTUAL SUMMIT: 24-26 NOVEMBER 2020:

39.000+

exhibitor profile views

550+

online meetings

495

online exhibitors

How did your
rate the quality of
the meetings?

83%

Excellent – Good

Are you satisfied
about the quality of
your meetings?

74%

Excellent – Good



EXHIBITOR PORTAL



Agility& Practicality



Cost Benefits



Sustainability

Exclusive portal with practical menu of locations and stand assembly. Easy to your marketing and operations departments to bring more agility and maximize your results at the event.

“The gluten-free lifestyle is becoming increasingly ‘normal’. Half of the respondents are cutting gluten from their diet without intentionally setting out to do so.”

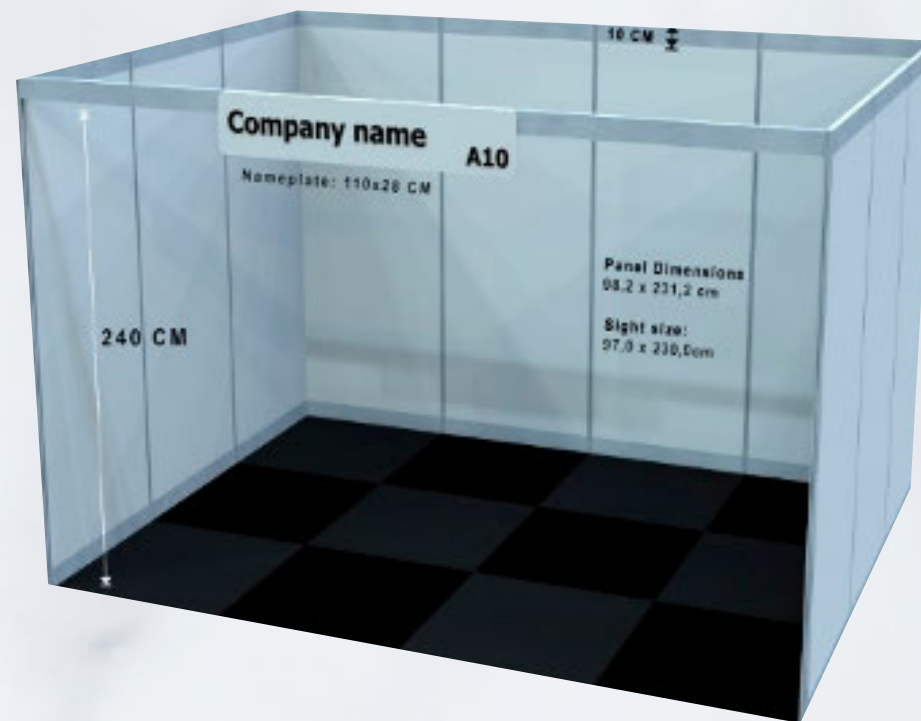


EXHIBITING:

“We are joining this well-established, most wanted trade show, initiated by the industry, to maximize our business benefits, contacts and opportunities”

Stand Building Options and Exhibiting Exposure

Standard shell scheme



- Separation walls
- Facia with company name
- Carpet tiles
- Spotlights (1 spotlight per 6 sqm)

Fully Fitted Package



- Separation walls
- Facia with company name
- Carpet tiles
- Spotlights (1 spotlight per 6 sqm)
- Daily cleaning
- Furniture package with 1 desk (counter), 1 table and 3 chairs

Excellent Stand Building Package

(minimum
18sqm stand)



- Handmade, wood and finished painted wall Panels
- Carpet tiles
- 2 counters
- 3x4 product shelves
- 2 spotlights on top of the walls
- Full page advertisement in catalogue



Stand Building Options and Exhibiting Exposure

Exposure Stand Building Package



Large back wall panel, eye catcher

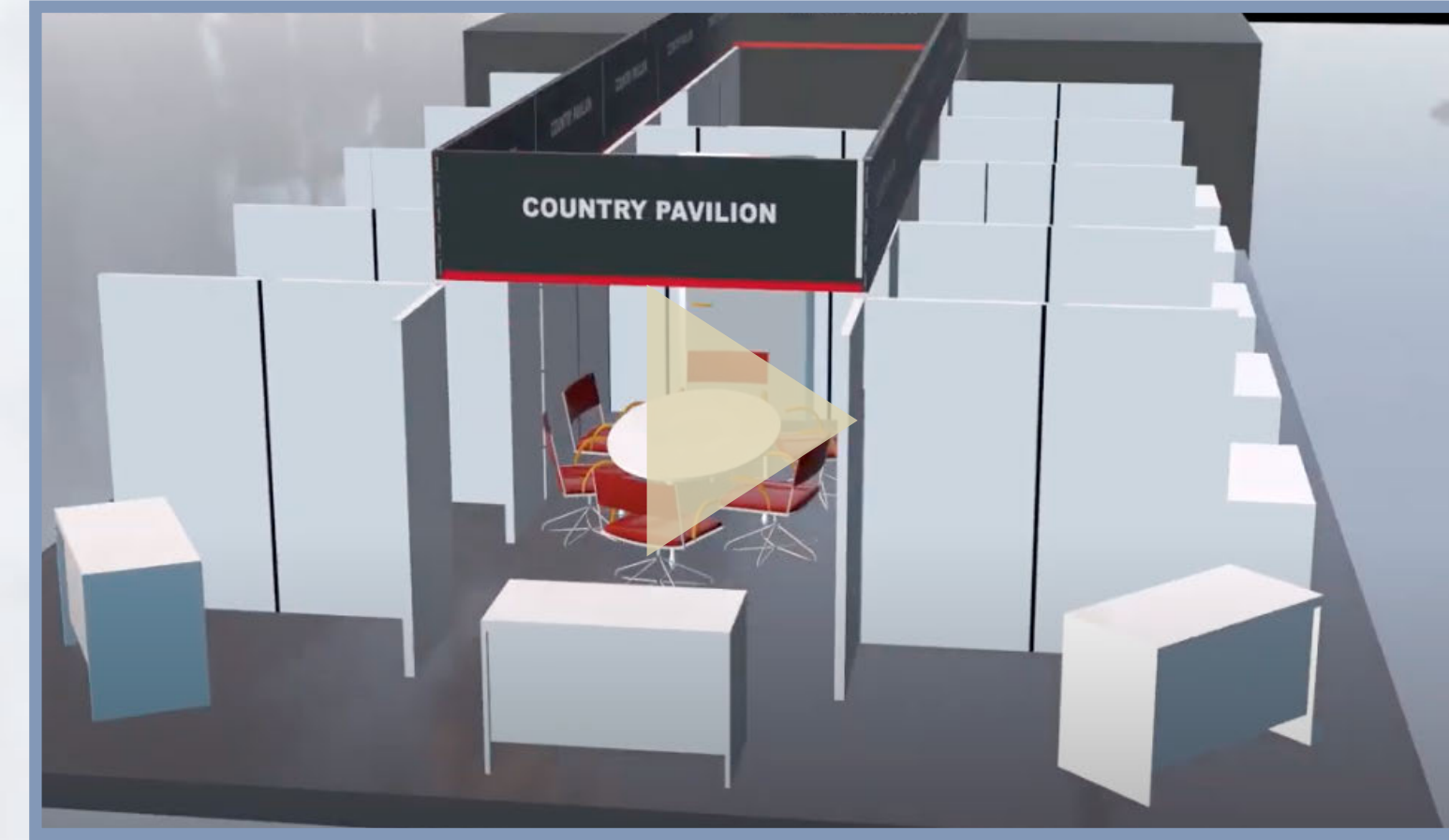
100%

graphic panel in wooden frame



Furniture optional

Country Pavilion



www.youtube.com/watch?v=J8dixUyDsFQ&feature=youtu.be



Available stand locations at the floorplan

The floorplan illustrates the layout of an exhibition hall with various stand locations. Key areas include:

- Top Section:** Various sized stands (e.g., 4x3, 5x3, 6x3, 12x9) and a **FreeFrom Conference** area (12x9).
- Middle Section:** Large pavilions for **VIETNAM** (30x6), **AUSTRIA** (12x6), **KOREA** (13x6), **HUB Brussels** (11x6), and **USA** (10x6). Other stands include **Start-up Pavilion**, **INOV CLUSTER**, and **OTA Pavilion**.
- Bottom Section:** Pavilions for **DENMARK** (12x4), **FOOD FROM FINLAND** (11x7), and a large **Matchmaking** area (15x10). Other stands include **Business Terrace**, **WC**, and **INOV CLUSTER**.

The plan also shows a central aisle, a WC area, and a large red arrow pointing towards the right side of the hall.



6 TRENDS DRIVING INNOVATION OF PLANT PROTEIN

1

#GREEN APPEAL

Organic, GMO-free, vegan, vegetarian

2

#FREEFROM

Dairy, lactose, gluten, sugar, carrageenan, preservatives

3

#HEALTH BENEFITS

Source of natural protein, fiber, added functionalities

4

#PREMIUMIZATION

Texture and taste is what determines success for meat and dairy alternatives

5

#NOVEL PACKAGING

On-the-go, designs, interaction with consumers

6

#SUSTENTAINIBILITY

Environmental/animal welfare concerns related to dairy



The Organisers

Expo Business Communications BV is an entrepreneurial, fast growing and ambitious media company with extensive experience in organising platforms to facilitate international food business to do better business, offering face – to - face trade events, like exhibitions and conferences, matchmaking events, round tables and online virtual meetings combined with webinars, and our Virtual Summits.

We ensure with a **young and dynamic team** to be the **market leader and largest player in the fast growing, international free from and vegan food markets and sustainable packaging of biodegradable and recyclable solutions. In Europe, South East Asia Pacific and South America.**

Co-organising partners:



(Sao Paolo)

vnu | ASIA PACIFIC

(Bangkok)

Free From & Functional Health Ingredients are needed for creating better free from, health & nutrition consumer products: enzymes, cultures, vitamins, carotenoids, nutritional lipids, taste, texture and preservation solutions play a critical role in developing winning consumer products in the dairy, baking, savory, beverages and sports nutrition industries.”



**FREE FROM
FUNCTIONAL
FOOD EXPO**



**FREE FROM
FUNCTIONAL**
HEALTH INGREDIENTS

23-24 NOVEMBER 2021 - RAI AMSTERDAM

FREE FROM • ORGANIC • VEGAN • FUNCTIONAL • INGREDIENTS

Well-established, Dedicated and Focused

>89%

of our visitors quality
is rated above
average

97%

of exhibitors made
new business
contacts

91%

of visitors is likely to
do business with
an exhibitor



FREE FROM



VEGAN



ORGANIC



FUNCTIONAL



INGREDIENTS



WWW.FREEFROMFOODEXPO.COM

**MOST DEDICATED EUROPEAN TRADE EVENT FOR INTERNATIONAL FOOD PROFESSIONALS
IN BIG RETAIL, MANUFACTURING, FOOD SERVICE, CATERING, HOTELS AND BIO CHAINS**

Exhibitor Profile

Gluten Free • Vegan • Fat Free • Egg Free
Lactose Free • Nut Free • Organic • Dairy Free
Soy Free • Sugarfree • Yeast Free • Salt Free
No additives • Wheat Free • GMO Free
No preservatives • Functional • Vitamins
Sportbars • Sport Nutritions • Food Nutritions
Omega 3 • Food Supplements Superfoods • Probiotics
Stimulate Body Functions • Cognitive Performance
Enhancers • Sport Protein • Carbohydrates Shakes
Isotonic Instant Diet Food Solutions • and many more

355+

(co) exhibitors
participated in
the previous
edition

45+

keynote speakers
at 5 conference
programs

Our visitors are interested in:

Snacks, Bread, Beverages, Functional Ingredients, Pasta, Dry Food, Ready Meals, Cereal, Gourmet, Dairy, Confectionary, Frozen Fresh Private Label, Plastics Free Packaging, Flour, Baby Food Fine Food, Sauces & Seasonings, Meat, Canned, Chilled, Laboratory Analyses and many more Free From categories.

How well did exhibitors meet their company's objectives?



Why Exhibit?

- Returning to Amsterdam after the great & successful Barcelona edition
- 78% of the exhibitors were pleased with the quantity of the visitors
- 68% of the visitors aim was to look for new business partners
- Initiated by the free from industry; low risk, high upwards potential for exhibitors!
- 96% of the exhibitors expect to make sales after the event
- 95% of the visitors says it is important for them to visit our trade show

Contact us for your participation

Sales: Chris Gottschalk
Ronald Holman

Sales & Marketing
Director Exhibition Director

E: chris@ebcexpo.com
ronald@ebcexpo.com

Organiser: Expo Business Communications BV

EXPO BUSINESS
COMMUNICATIONS

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