

**Vitafoods™
Asia**



Co-located with:



**Food ingredients
Asia**

5-7 October 2022, Bangkok, Thailand
26 September-10 October 2022, Online

Vitafoods Asia 2022

The nutraceutical event for Asia



Let's meet up in Bangkok

A new location for our long-awaited return



Thailand is one of the biggest markets in the APAC region, the Thai Ministry of Commerce reported sales of **\$3.5 billion** across the nutraceuticals industry back in 2019.



Bigger and better together in Asia: Vitafoods & Fi Asia join forces for 2022

After two years of lockdowns and social distancing, the nutraceutical community across Asia is craving the chance to reconnect and innovate together once more. Two years' worth of anticipation, ideas and excitement has been building up and now is the time for Vitafoods Asia to return – with a big bang in Bangkok!

For the first time ever, Vitafoods Asia will be co-located alongside Fi Asia, connecting even more buyers and suppliers in the booming nutrition industry. Vitafoods Asia is the only nutraceutical event in Asia to offer insights into the entire supply chain, while Fi Asia brings together local, regional and global ingredients suppliers, distributors and F&B manufacturers.

Together both shows attract:



21,000
attendees



600+
exhibitors

Covering all the categories and trends in the food and nutrition market and supporting the development of this important and growing sector, Vitafoods Asia and Fi Asia promise sellers of functional ingredients and dietary supplements all the tools necessary for boosting their business.

Connect in person and online

Vitafoods Asia is the perfect opportunity for experts across the nutraceutical community to come together again and combine their expertise and share their innovations. The co-location with Fi Asia in Bangkok will give exhibitors and visitors a greater variety of options to better suit their needs. This year, Vitafoods Asia will take place as a hybrid event where attendees can join either in-person in Bangkok, online or both!



To keep APAC's nutraceutical industry moving forward, between 2021 and 2022 Vitafoods ran two dedicated online events for the Asian region.

The online engagement from the Asian audience was fantastic, here are some of the key successes:



3,953

Attendees



37%

New audience



4,101

Webinar views



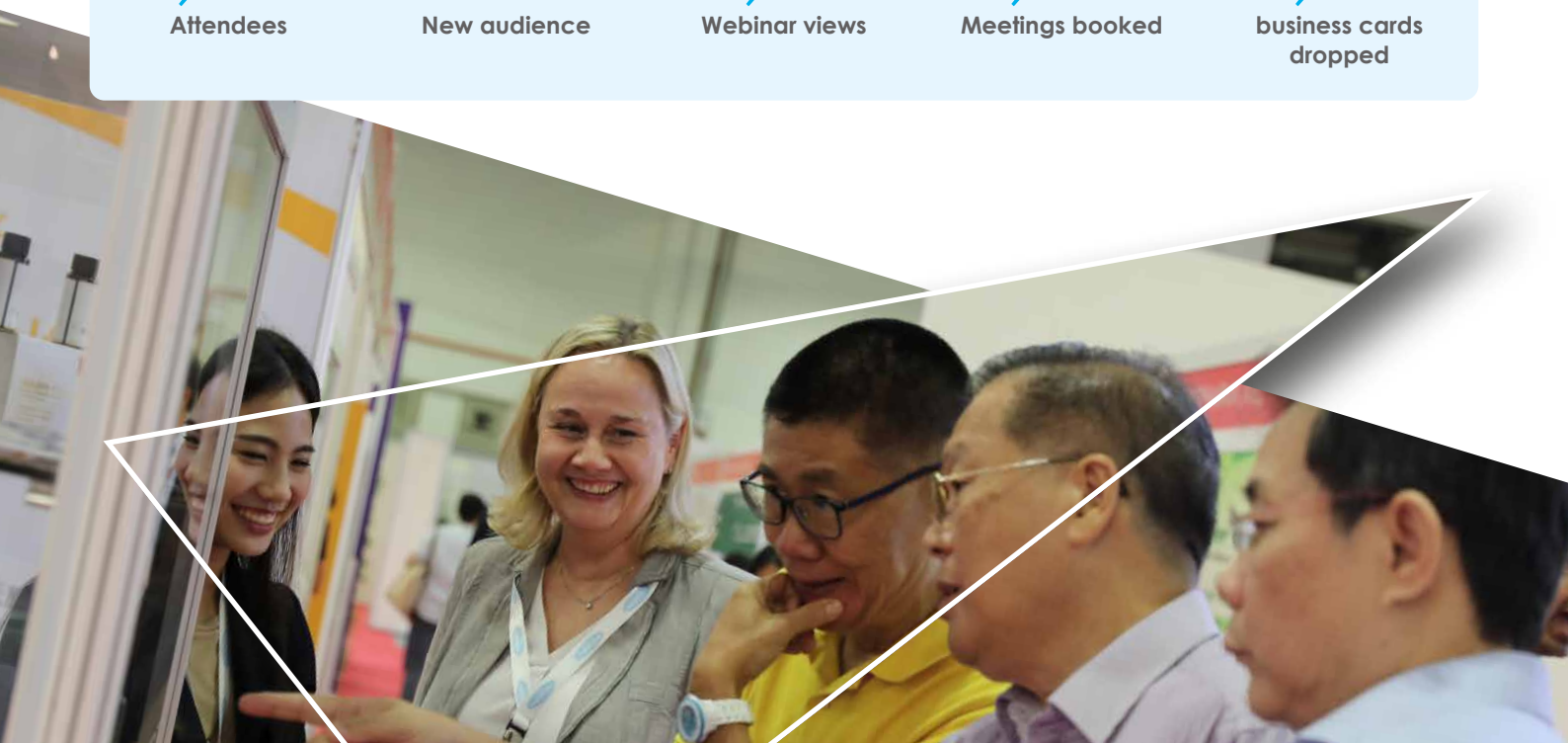
1,321

Meetings booked



1,118

business cards
dropped



Why exhibit?

Negotiate deals

97% of visitors have decision making power



New market opportunities

The Asia Pacific region is expected to see huge opportunity for growth over the next few years as the nutraceutical and functional food industry sees shifts in lifestyle trends and wellness habits. Thailand is one of the biggest markets in the APAC region

Why exhibit?



Expand your reach

All areas of the exhibition will be accessible for visitors. Meaning visitors from Fi Asia can also visit Vitafoods Asia and vice versa, expanding your opportunities for connections



Connect with international buyers

Bringing the two shows together will connect a wider selection of buyers and sellers and support the development of this important and growing sector – resulting in more opportunities for businesses to **generate leads, get to know new clients and increase brand visibility**



Market analyst Mintel says the Thai market is being driven by a surge in demand for beauty and weight loss supplements, as well as sports nutrition products. Consumers are willing to spend more on health supplements with growing awareness of the importance of good health.



Sponsorship opportunities

Ready to exhibit?

Don't forget there are multiple sponsorship opportunities exclusive to exhibitors that utilise both digital and in person aspects of the event. Prices start at \$500 USD.

Enhance

your visibility as an exhibitor through different avenues of brand exposure



Position

your business as a thought leader alongside the Vitafoods Asia content programme



Demonstrate

your products directly in front of a senior-level audience



Connect

with more people and generate quality leads from a highly targeted audience



In person sponsorship opportunities:

Vitafoods Asia Mainstage

This stage champions knowledge with a purpose, providing insights and cutting-edge research. This is an ideal opportunity to showcase your thought leadership around key topics impacting the industry

New Products Zone

This is the perfect first-stop for all visitors looking to discover the latest innovations and market successes. Promote your finished products and ingredients and maximise exposure by placing your products in the hands of senior buyers

Tasting Centre

Raise your profile within functional food and beverages by promoting your products at one of the most popular visitor attractions. Enable visitors to see, touch and sample your latest innovations

Digital sponsorship opportunities:

Featured product/exhibitor

Be one of the first products/exhibitors visitors see by featuring your product/company profile on the Vitafoods Asia website and event platform

Pre-event Webinar

Vitafoods Asia will open digitally from 26 September. This opportunity includes a 25-minute pre-recorded presentation at the Mainstage online. Benefit from reaching a wider audience before they visit you onsite

Agenda Banner Ad

Position your brand on the most viewed sections of the event platform with graphic display advertisements. This page will be one of the top viewed pages leading up to, during and after the event, making it one of the most visible branding opportunities available

Unlock your full business potential

To learn how you can engage directly with your target audience at the event contact:
Stephanie Campos - Sponsorship Manager, Vitafoods Portfolio

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The Asia Pacific nutraceutical sector is expected to witness huge growth in the coming years, as lifestyle trends and wellness habits drive demand for nutraceuticals and functional foods - with the SEA nutraceuticals market expected to grow at a CAGR of **8.8%** by 2025.

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Vitafoods Asia 2022 stand rates + surcharges

Space ONLY

US \$612 per sqm (minimum 18 sqm)

Mandatory Fees:

2 Open sides US \$525
3 Open Sides US \$795
4 Open Sides US \$825
Space Only Assessment fee US \$150
Registration Package US \$550
Insurance Fee US \$395
Sustainability Fee US \$95
Smart Connect Fee US \$0
Co-exhibitor fee US \$1,325

Shell Scheme / Furniture NOT included

US \$693 per sqm (minimum 9 sqm)

Mandatory Fees:

2 Open sides US \$525
3 Open Sides US \$795
4 Open Sides US \$825
Registration Package US \$550
Insurance Fee US \$395
Sustainability Fee US \$95
Smart Connect Fee US \$0
Co-exhibitor fee US \$1,325

Optional Fees:

Furniture Package 1 US \$400
Furniture Package 2 US \$750

Pavilions:

A minimum of 6 companies is required to form a pavilion at Vitafoods Asia 2022. For each company, a minimum of 9 sqm is required, with a minimum total of 54 sqm.

- The pavilion fee for each exhibiting company is US \$1,150. Upon signature, each pavilion organiser will be charged 6 fees. The remaining will be added closer to the event.
- If the pavilion is Space Only, a Space Only Assessment fee of US \$150 will be applied per block rented.

**We can help you with queries
related to exhibiting and
sponsorship opportunities at
Vitafoods Asia.**

Contact us:

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vitafoodsasia.com