



Fira Barcelona

RETAIL & BRAND EXPERIENCE WORLD CONGRESS

LIGHTING UP EXPERIENCE

MAY 15-17 in

**FREE FROM
FUNCTIONAL
FOOD EXPO**

**FREE FROM
FUNCTIONAL**
HEALTH INGREDIENTS

ABOVE - BEYOND - FREE FROM

FREE FROM • ORGANIC • VEGAN • FUNCTIONAL • INGREDIENTS

LEARN • INSPIRE • MEET



Co-located:
**FREE FROM
PLASTICS
PACKAGING**



**FREE FROM
FUNCTIONAL
FOOD EXPO**



**FREE FROM
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HEALTH INGREDIENTS**

15-16 JUNE 2021 - RAI AMSTERDAM

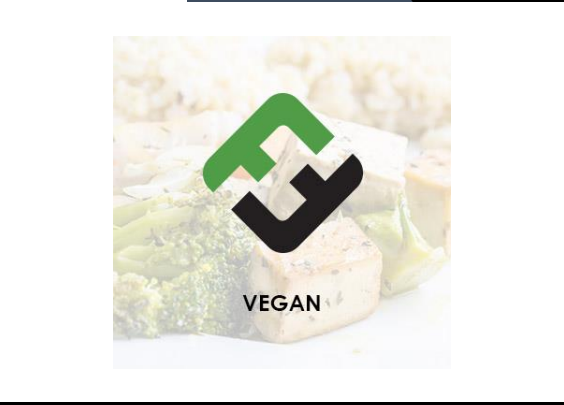
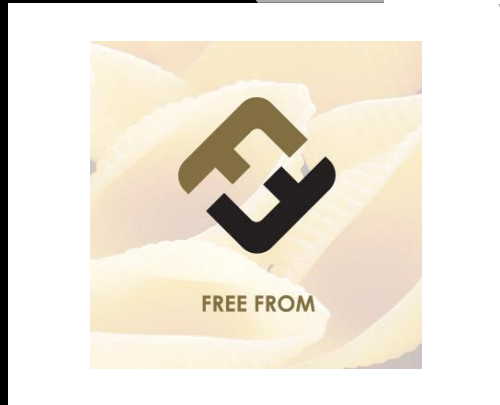
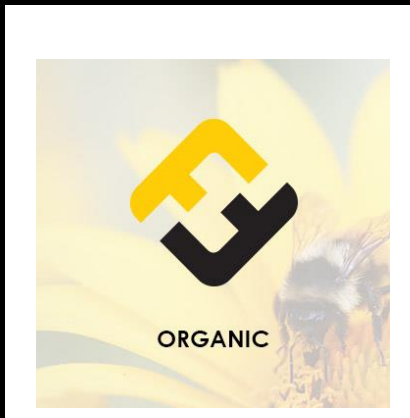
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Agenda

- Target Segments
- The European Market in these segments
- The Exhibition
- Visitor segments
- Country Pavilions
- Pavilion Proposal





Target Segments



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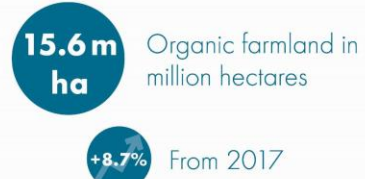
Free From

- Free From sales value in Europe increased by 11% in 2018
- Global free from category reached USD 56.3 Billion in retail sales in 2018, increasing by 10% compared to previous year
- Over 50% of Free From sales was generated in Asia-Pacific.
- Free From Food Market is projected to reach USD 161.2 Billion by 2026 growing at a CAGR 7.7 from 2019 to 2026.

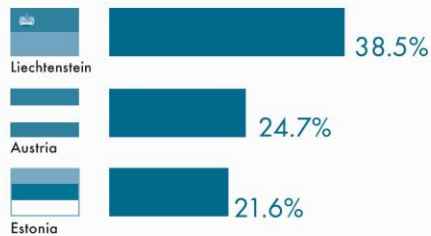
Organic Agriculture in Europe 2018

Organic Farmland 2018

Top 3 countries (largest organic area)



Organic share of total farmland:
Top 3 countries

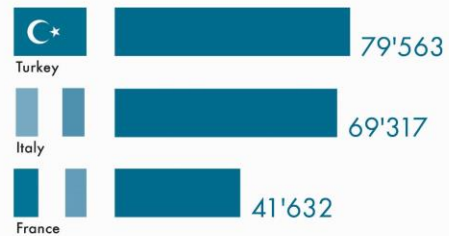


Organic Producers & Processors 2018

The number of organic producers is increasing



Number of producers:
Top 3 countries

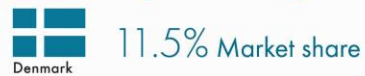


Organic Market 2018

The European market is growing



Organic retail sales: Top 3 countries
(in billion euros)



Organic

Vegan

- The global vegan food market was valued at \$14.2 billion in 2018 and is expected to reach \$31.4 billion by 2026, registering a CAGR of 10.5% from 2019 to 2026
- This growth is in specific regions which are Europe and North America
- Europe's Vegan market to Hit \$8.5 Billion by 2025





Functional

- The functional food market size was valued \$ 177.77 Billion in 2019 and is estimated to reach \$267.94 Billion by 2027
- A CAGR of 6.7% from 2021 to 2027.

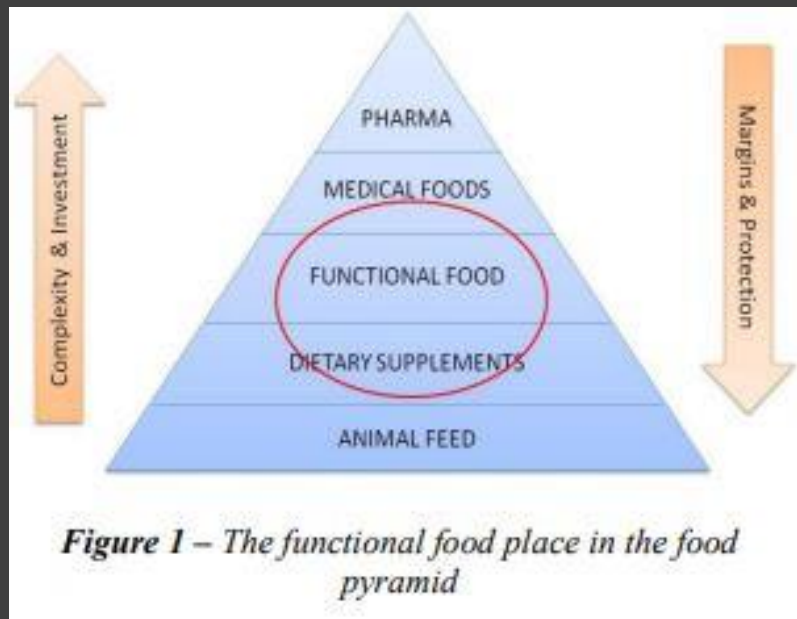
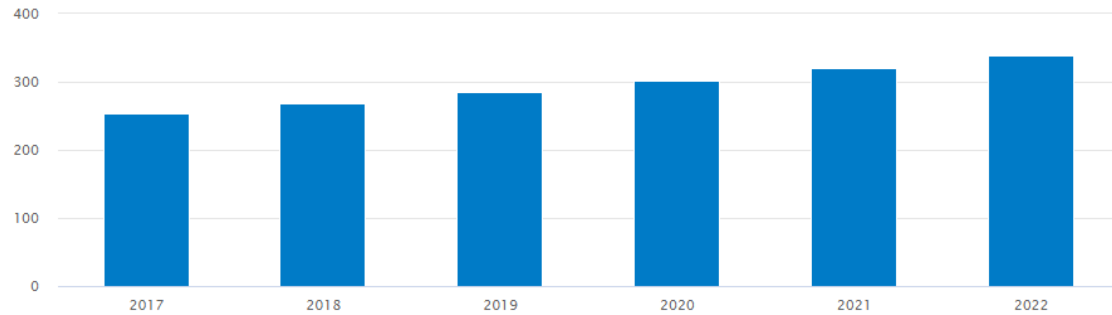


Figure 1 – The functional food place in the food pyramid



Ingredients

- Global food ingredients market was worth €253 billion in 2017. This market is projected to expand by approximately 6% per year to reach €339 billion by 2022
- The Netherlands is a significant entry point for food ingredients in the EU
- Netherlands is the second largest agricultural exporter in the world.
- Approximately 78% of Dutch agricultural exports go to EU countries



FREE FROM EXPO PACKAGING

Packaging

- The global green packaging market is anticipated to reach USD 237.8 billion by 2024, at a CAGR of 5.7% from 2016 to 2024
- In terms of revenue, the recycled content packaging segment is projected to ascend at a CAGR of 5.2% over the forecast period
- The food and beverage application dominated the global green packaging market with a share of over 58.0%



THE EXPO

**MOST DEDICATED EUROPEAN
TRADE EVENT FOR INTERNATIONAL
FOOD PROFESSIONALS**



- First Exhibition in Freiburg, Germany in 2013.
- Has grown exponentially with past editions in Amsterdam, Barcelona, Stockholm and Sao Paolo.
- In 2021 – Three editions
 - 15 – 16 June, 2021, Amsterdam
 - 16 – 17 July, 2021 Sao Paolo
 - 22 – 24 September, 2021, Bangkok

FREE FROM
FOOD ASIA
BANGKOK • 2021

22-24 SEPTEMBER 2021, BANGKOK, THAILAND

Venue:
IMPACT
BUANG THONG THANI



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Virtual Summits: 24 – 26 November 2020

Interactive Platform to network and connect, JOIN US!

MEETINGS

Participants	430
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Meetings	498
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PROFILE VIEWS

Total	36548
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ORGANISED BY



EXP) BUSINESS COMMUNICATIONS

PARTICIPANTS

Producing company	343
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Distributing company	40
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R&D Institution	10
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Agency	14
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Food Retailer	24
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Producer of food packaging	12
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Importing / Exporting company	41
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Other	82
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Total	566
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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	

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:

• What is your job function?



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	

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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.



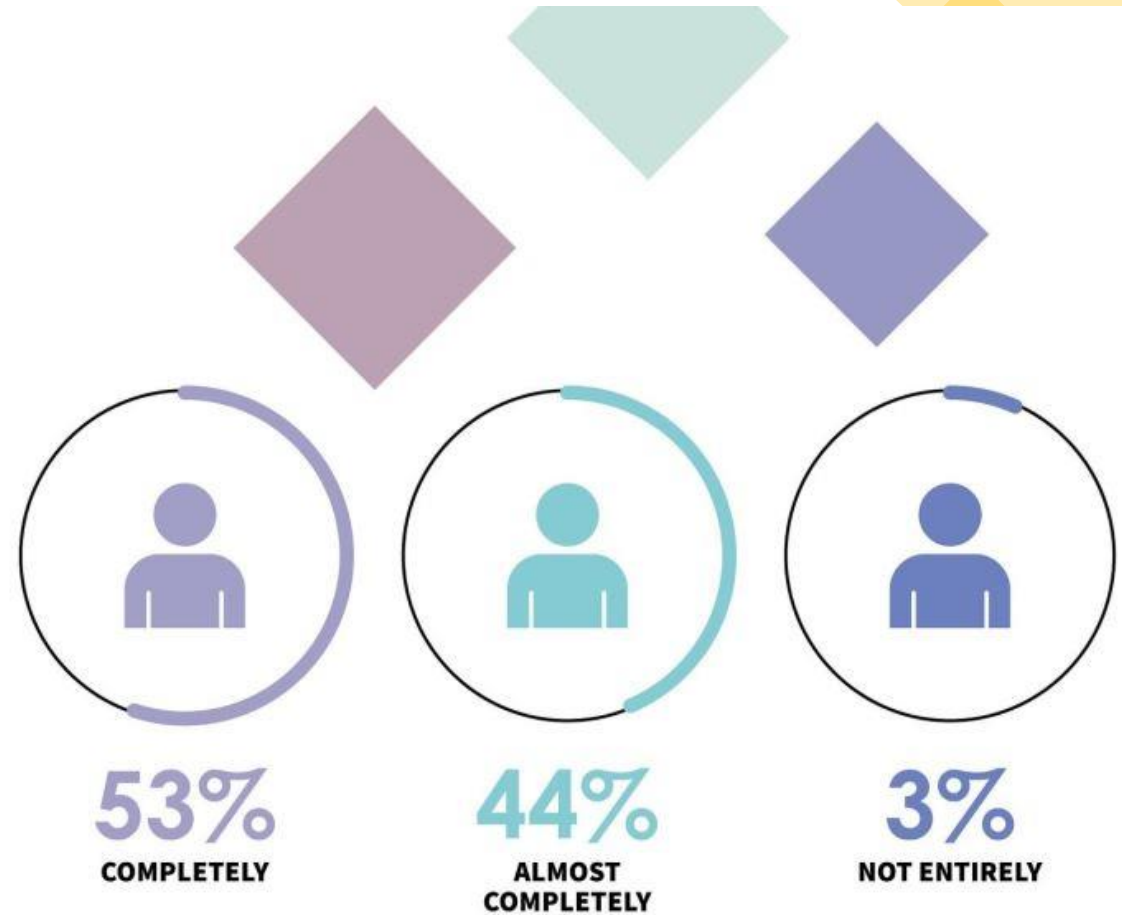
7.820 visitors



69 countries

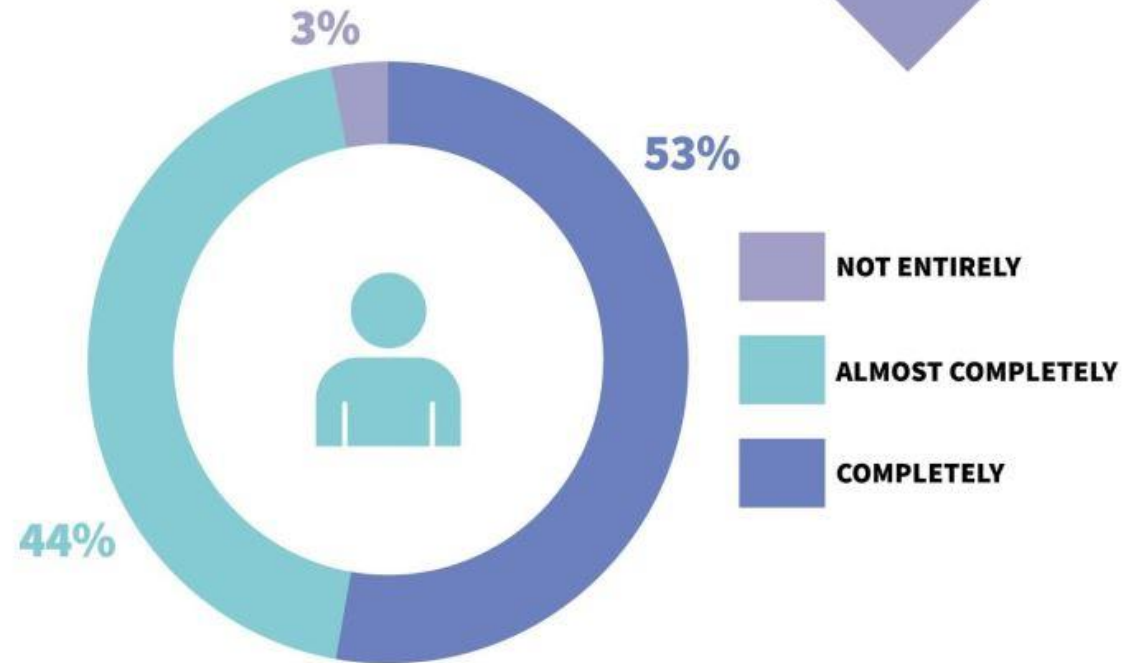


HOW WELL DID EXHIBITORS MEET THEIR COMPANY'S OBJECTIVES?





How well did exhibitors meet their company's objectives?



Supported By





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THE WORLD OF
food ingredients

GDOWEEK

VAKBLAD
VOEDINGSINDUSTRIE

NEWS PACKAGING
DESIGN, PACKAGING & MERCHANDISING

Revista
info retail
Información de retail & consumo del siglo XXI

Grande
Consumo
A JORNAL DOS NEGÓCIOS DA DISTRIBUIÇÃO

DISTRIBUCIÓN, ALIMENTACIÓN Y TIENDAS
RETAILACTUAL

Media Partners

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TECNÓALIMEN

RUNDSCHAU
FÜR DEN LEBENSMITTELHANDEL

Lebensmittel
Zeitung



PR Partners

FOOD & FRIENDS



Country Pavilions



Pavilion Proposal

- Start with 5 – 6 Companies from Russia
- 60 Sqm
- Promoting Russian Food Producers and Packaging Companies
- [Country Pavilion Options](#)





Cost Structure

- Registration Fee € 475/- (Compulsory)
- Per exhibitor Fee € 750/- (Compulsory)
- Electricity € 155/- (Compulsory per exhibitor, 1.1 Kw wall socket incl. power supply)
- Stand Space € 260/- per SQM
- Stand construction – (Space only, I would like to build my own stand)
Or
- Stand construction standard shell scheme (€ 100/- per SQM, ready to use stand includes: separation walls; fascia with company name; carpet tiles; 1 spotlight per 6sqm)
Or
- Stand construction fully fitted shell scheme (€ 130/- per SQM, ready to use stand includes: separations walls; fascia with company name; carpet tiles; 1 spotlight per 6sqm; daily cleaning; furniture packaging consisting of 1 table, 3 chairs and 1 counter).



Prospect Russian Companies

Thank you

