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The First edition of Wellfood Ingredients consolidates the event into a summit that will guide industries in developing new functional and healthy products in Brazil

Over two days, more than 1500 professionals from the food, beverage and nutraceutical industries participated in the event and up close and personal to the new solutions the main national and international players in the ingredients area have come up with.

The first edition of **Wellfood Ingredients**, the only summit fully dedicated to the functional and healthy ingredients market for the country's food and nutraceutical industry, exceeded the expectations of organizers and participants. Between October 30th and 31st, more than 1,500 industry professionals wandered through the corridors of the Pro Magno Exhibition Center in Sao Paulo, Brazil, and did not hide their satisfaction with what they found. They praised the organizers of the event, the solutions presented by the participating companies and the high level of lectures and debates held during the two days of the fair. Among the exhibitors, the satisfaction levels were equally high. Representatives of large Brazilian and foreign companies, such as Nestlé, Rhodia, Bauducco, BRF, Arcor, Aché, Coca-Cola, Ajinomoto, Sakura, among others, left many optimistic comments regarding the high level of qualified networking.

"Wellfood was a great success," said Cassiano Facchinetti, Managing Director of Koelnmesse Ltda., organizer of the event. "We have only received positive feedback, both in terms of the content of the lectures and the quality of the visitors, and we have attracted industries of all sizes, from the big multinationals to the smaller companies looking for their space in the market. Wellfood has taken it's first step towards fortifying it's position as the summit that will guide industries to develop new products," he says.

The first day was marked by high-quality lectures. At the Congress, business and research center representatives brought insights about the global market for healthy ingredients for the food industry, giving participants the chance to envision a wide range of possibilities to guide their business in the coming years.



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The audience, comprised mainly of food engineers, nutritionists, marketing professionals and industry leaders, also had the opportunity to witness an unprecedented meeting in the country with the presidents of four major industry associations: ABIAD (special-purpose foods), ABIR (soft drinks), ABIS (ice creams) and ABIMAPI (baking and pasta), as well as the president of ITAL (The Food Technology Institute), Luis Madi. They publicly debated issues involving difficulties and opportunities.

Steve Walton, president of HealthFocus International, gave an international view in his presentation with a detailed description of the Brazilian consumer, often compared to other countries, drawn from research performed by the institute. Among the highlights, he recalled how people in the country have a close relationship with their diet, constantly worrying about maintaining weight. The day also marked the presentation of cases by international giants from the industry. Mondelez, Unilever, Nestlé and Herbalife have brought some case studies that inspire the entire market.

On the second day the congress continued on strong, with panelists detailing a host of ingredients that promise to dictate market trends over the next few years. The interesting thing was that the lecture session won the partnership of the seventh BHB forum. Organized by the consultancy Equilibrium, the parallel event that took place concurrently with Wellfood presented numerous possibilities for growth within the market.

It was precisely the educational content of the lectures that attracted a diverse and focused audience to the fair, something that caught the attention of exhibitors. "Wellfood met our expectations. Here we find people with a focus on the market, which has made the event a true showcase for our products," says Régis Inácio, Marketing Manager at Vogler. "We made a lot of first contacts with a qualified audience, mostly made up of decision makers," says Philippe Grojean, Commercial Manager at Doremus. The same perception was shared by Dania Rosenberg, Commercial Manager of Ayalla. "We wanted to find key clients and opinion makers. For this, the event is being perfect," he stated.

Lea Pipulini, from Gelita, points out that the fair "provided a space where we can show all the differentials of our products, especially the collagen peptides, in front of the competition. Fernando Garcia Nunes, Marketing & Product Manager at BASF, stresses the importance of the event as a whole. "It's very important that there are focused fairs like this," he says. According to him, the positive impact of the congress was another relevant factor. Gerson Leme, President of Sensient, expressed great satisfaction at what he saw. "The proposal to hold a non-commercial event, focused

on technology, was one of the differentials. Added to this are the two-day model and the conferences, which brought current themes to the whole market, "he says.

Visitors were also pleased with what they saw. "Wellfood Ingredients was my first opportunity to visit an event totally focused on healthy ingredients," says Hermano Rezende from Bauducco Research & Development. "I managed to find options for raw materials and ingredients for the development of products closer to the final consumer and in line with the main trends of the market. Relevant and current topics have given me a lot of new knowledge," he said.

Page
3/4

For Rhodia's Commercial Manager, Stella Cintra, the meeting "is very rich environment for the nutrient market and it is interesting because it gives opportunities for companies to present their solutions in the best way possible." She also praised the organization of the event, marked by the quality of the stands. The head of Research and Development of the APUS nutricosmetics industry, Cícera Monteiro, celebrated the opportunity to make new contacts with companies within the industry and to get to see high quality products up close and personal. "I managed to make some good, new contacts from those present," he said. Andrea Perdiza Von Tol, saleswoman of Prozyn Biosolution, praised the organization of the event. "We came in search of novelties in the market of enzymatic supplements and we were surprised by the presence of the best known companies in the industry and also with companies that we had not encountered, until now," he stated.

The good reception and the success of the congresses has shown that Koelnmesse is on the right track. For this reason, the organizer has already announced the second edition of Wellfood Ingredients, scheduled for 2019. "Visitors can expect an even better event without losing it's essence of giving the Brazilian market what it needs to strengthen itself and grow," says Facchinetti.

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

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Messe, Stadt, Land, xx.-xx.xx.xxxx

Page

4/4

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