

Report

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#wellfood

WellFood Ingredients Summit: Brazil hosts second edition of the only event focused on the promising market for functional, nutraceutical and healthy foods

- Event brought together 33 exhibitors, representing more than 50 leading national and international brands of ingredients market
- Presence of 2,000 visitors and 750 congressmen, an increase of 36% compared to the first edition
- High-level keynotes dealt with regulations, new applications, communication and consumption habits
- Anvisa (Brazilian Health Regulatory Agency) participates in the event and affirms that this is the moment to optimize regulatory steps

On April 3 and 4, more than 2,000 professionals from the food, beverage, nutraceutical and pharmaceutical industries gathered for the second edition of the WellFood Ingredients Summit, the only business and knowledge platform focused on functional and beneficial health in Brazil, to discuss the main trends and opportunities in the use of ingredients with functional and healthy properties. The challenges of addressing the consumer on industrialized products topped the themes debated during the event, which had 33 exhibiting brands, including big players like Sensient, DSM, Duas Rodas, Beneo, Alibra, CHR Hansen, GNT, Doremus, M Cassab, Tate & Lyle, Ingredion, among other major players in the industry. "The second edition of WellFood Ingredients Summits was a huge success, the event had a great visitation on both days, the exhibitors were very satisfied with the quality of the audience, with the presence of decision makers from the food and pharmaceutical industries. The WellFood Summit's unique format, well focused on the industry and with the presence of qualified buyers mark the event's distinctions. Our visitation was 36% higher compared to the previous edition and this reinforces the recognition of the market towards the importance of maintaining this growth pace. So much so that all the exhibitors already signaled their intention to be in the 2021 edition again," says Cassiano Facchinetti, Managing Director of Koelnmesse Brasil, the event's organizer. Among the visitors were representatives of major food and beverage industries such as Ajinomoto, Arcor, Bauducco, Bimbo, BRF, Dr. Oetker, Catupiry, Danone, Unilever, Heineken, JBS, Nestle, AMBEV, Natural One, etc. The pharmaceutical industry was also represented in weight with visitors from Libbs, Apsen, Sanofi, EMS, Aché, among other giants.

There were more than 30 lectures, with renowned national and international speakers, including the main conference and Speaker's Corner presentations, with members directly or indirectly linked to the industry, who addressed topics such as regulatory, healthfulness of industrialized products, communication alternatives, consumption habits, global trends, new formulations, etc. According to Luis Madi, Director of Institutional and International Affairs of the Department of Agriculture and Supply of the State of São Paulo (ITAL), the industry focuses heavily on food safety, but consumers do not have access to this type of information. "The evolution



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www.wellfoodsummit.com.br

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of science in the industry does not reach the population. Disinformation ends up becoming the biggest culprit in the industry, "says Madi. Alexandre Jobim, president of the Brazilian Association of Soft Drinks and Non-Alcoholic Beverages (ABIR), holds the same opinion. "We all want a healthier life. But it is important that the consumer has the right to choose. If these foods were harmful, they would be banned. Excessive consumption is another issue, "says Jobim.

With the objective of making the product registration process more agile, simple and safe, the National Sanitary Surveillance Agency (Anvisa) has been modifying its regulatory structure. Dr. Ligia Lindner Schreiner, manager of the agency's Food Risk and Effectiveness Assessment, who spoke at the event at the ABIAM workshop, said this is the moment to optimizing regulatory steps. "This is the moment for us to improve processes and for the industry to understand this new context and approach. We all want safer, more quality foods," says Schreiner.

Brazilian consumer seeks more healthy foods and drinks

Data from market research firm Euromonitor International show that the healthy product segment is growing faster than the food and beverage industry as consumers look for more natural and functional alternatives. The information is provided by Head of Euromonitor Food Research, Lamine Lahouasnia, who spoke on "The major global trends in the segment of healthy foods and beverages and industry forecasts for the upcoming years in South America" during the first day of Congress on Wellfood Ingredients.

Lahouasnia highlighted consumption trends and opportunities for the ongoing expanding segment. "It's a market of more than US\$700 billion and conditions to reach US\$1 trillion soon," he said. The executive highlights five segments with potential growth in the coming years. The one of healthy foods and drinks, that today already embraces US\$269 billion in annual revenues worldwide; functional and fortified fodstuffs, with US\$261 billion; the Free From, US\$56 billion; organics, US\$ 46 billion; and the better for you, with\$112 billion. "In Brazil there is already a preference for natural, healthy foods, especially for the ease of accessing these products," says the executive based on research on trends in 55 countries by Euromonitor. "This trend continues to grow."

Empowered audience

Very pleased with the results, Sensient's managing director Gerson Leme, Diamond sponsor of the event, says that WellFood is in tandem with the goal of the fair, which is organics and naturals. "The food industry is shifting to natural and organic products, which is exactly what we offer. We have 'taken to' the event ever since the first edition, we were the master sponsor in the latest event, as well as this one, as we and WellFood are like-minded. We believe in the system and format of the fair. This fair is totally different from all kinds of events we participate in. "

José Roberto Fernandes, sales director of DSM for the Southern Cone, highlighted the quality of the speakers as a distinctive feature of the fair. "This fair looks slightly different from what we are used to. It is very much tethered to a technical seminar, a congress, which is very important to us. We company that is very involved in what science is. Having an event connected to a congress with top speakers is very satisfactory", says Fernandes.

For Juliana Hirata Terra, manager of Beneo in Latin America, being at the fair was the opportunity to expand the name of the company, which is already known, but had the opportunity to strengthen relations with visitors. "Most of the people who

come to us have heard of Beneo, so they already focus on a particular line or ingredient, but they want more information to go deeper into a particular application. Most of the visits we had resulted in future visits to the client”, says the manager.

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CHR Hansen's Application Manager, Paulo Rogério da Silva, highlighted the diversity and quality of the visitors who visited his booth. „We have received people who are directly involved in the business, in the food industry's production business, the big players in the market, but we also saw expressive participation of start-ups and small companies, which end up having an interesting focus on what our brand proposes he said“ Nexira's account manager, Maria Fernanda de Oliveira, shared the same opinion. "WellFood brings together diverse segments of the food, pharmaceutical and beverage industry in general. We really like the audience.", added he.

Among sponsors, Duas Rodas also pointed out the need for WellFood to be held annually. "We see WellFood gaining more and more importance, it happens every two years, and I think such time gap between issues should be cut short. What has happened here is what the market demands", stressed the marketing manager of the company, Marco Paulo Pereira Henriques. The importance of the event for the Tate & Lyle's business was highlighted by Renata Cassarin charge of nutrition in Latin America for the company. "WellFood is a great opportunity as it brings together the entire industry in two days that are very helpful in relationships, which are built and deepened. Many new key projects relevant for the company originate here", he concluded.

About Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverage 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/>

The next events:

Anuga - The leading trade fair for the global food industry, Cologne
05.10. - 09.10.2019

veganfach, Cologne November.2019

ISM - The world's largest trade fair for sweets and snacks, Cologne
02.02. - 05.02.2020

Note for editorial offices:

WellFood Summit photos are available in our image database on the Internet at www.wellfoodsummit.com.br in the "Press" section.

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