

Informa Markets reveals Vitafoods Virtual Expo 2020 platform highlights

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Informa Markets, on 25 August 2020 revealed the interactive online platform for its upcoming Vitafoods Virtual Expo (7-11 September 2020). Sponsored by KSM, the Expo and Summit present a virtual meeting and learning place for the global nutraceutical supply chain via intelligent connections and seamless networking. The event platform is already opened to visitors and exhibitors to create their virtual profile, schedule meetings, view the event agenda, and start to personalize their experience ahead of the live date on 7th September 2020.



7 - 11 September 2020

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"Vitafoods Virtual Expo is about creating an immersive online experience to continue to encourage new ideas, innovations, and partnerships, by fostering connections and delivering insightful content. Our data-driven 'matchmaking', speed networking and secure online meetings will cultivate global connectivity, while our six Thematic Micro-Communities, and over 50 hours of content – from webinars, main stage presentations, podcasts and reports – will really help drive the industry forward", comments Chris Lee, Managing Director, Health and Nutrition Network, Europe, at Informa Markets.

Visitors can find out more about this year's Expo in a video tutorial www.vitafoods.eu.com/virtualexpo/home.html, or view the online platform demo: www.vitafoods.eu.com/virtualexpo/whats-on/visitor-demo.html

Discover what comes next with Vitafoods' new market report

During Vitafoods Virtual Expo, Informa Markets will also be uncovering its first deep dive "State of the Nation" report looking at the key consumer trends impacting the health and nutraceuticals industry. Developed in partnership with FMCG Gurus, the data shared in the report draws from surveys carried out by FMCG Gurus during the initial peak of the COVID-19 pandemic from April to July 2020, with over 23,000 respondents questioned per month in 18 countries across Europe, Asia-Pacific, North and South America, Africa and the Middle East.

Chris Lee comments: "The State of the Nation report looks at consumers' attitudes and purchasing behaviors, and the impact this might have on what comes next for the nutraceutical industry, including the how COVID-19 has affected behaviours. Visitors will have attend the premier of the report findings at 09:00 BST on Friday 11th September on the Vitafoods Virtual Expo's main stage, but I can reveal that there have been some fascinating insights around changing consumer perceptions and trends this year already, as well as more focus towards advancing sustainability. Many important learnings have also emerged around how our approach to health and wellness, beyond basic hygiene measures, needs to evolve to support a healthier, more resilient future."

Visitors can register for the Vitafoods Virtual Expo (7-11 September 2020) to hear the report findings: www.vitafoods.eu.com/virtualexpo/home.html