

Vitafoods Asia 2017 - Positive First Run in Singapore

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Chris LEE, Managing Director at Informa Exhibition's Global Health & Nutrition Network, Europe said that the quality of visitors and the meaningful connections made at the event has been phenomenal and very heartening. "The strategic relocation of Vitafoods Asia saw the show double – both in size and attendance." Vitafoods Asia is part of Informa Exhibitions' Global Health & Network (GHNN).

Now in its 7th year, Vitafoods Asia offered multiple knowledge –sharing platforms led by some of the industry's best minds, covering both commercial and academic standpoints. Collectively, the learning platforms – Vitafoods Asia Conference, Innovation Theatre, and Life Stages Theatre – included content that address business challenges for a variety of job roles and business types, whether on market entry and access, scientific and technical know-how, or regulatory changes.

Over the two-day event, attendees had opportunity to uncover the latest raw materials, ingredients, finished products, equipment, and services available in the market. Visitor attractions such as the Inspiration Showcase highlighted exhibitor's best-selling products and new launches, while the International Pavilions and Omega-3 Resource Centre helped attendees zoom in on exhibitors from a certain country, or with a specific offering.

Bespoke events by DuPont and AstaReal further added to the breadth of learning and networking activities offered at Vitafoods Asia.

Another perennial attraction that was well received by attendees was the Tasting Centre. Here, visitors were able to see, touch, and taste an array of the latest functional finished products.

Exhibitors participating in this feature were automatically in the running for the Tasting Centre Awards, where visitors voted for the best tasting functional food and beverage from the total of 37 entries across two categories. OptiPharm Pty Ltd's Premium Vegan Dairy Free Cheese and TCI Co. Ltd's Vita-Botanico Liquid Concentrate eventually emerged as winners in the Best Functional Food and Best Functional Beverage Awards respectively.

The Vitafoods Asia conference 2017 presented an impressive panel of global industry experts from countries such as Australia, Germany, Sweden, Thailand, The Netherlands, and USA, across various segments and job functions. The international speakers delved deep into some of the cutting-edge topics of the day. The power-packed conference agenda featured four masterclasses held across the two-day event, and a full-day Digestive Health & Microbiome Summit.

An estimated 38% majority share of the global probiotics market was accounted by Asia Pacific region in 2016. The increased consumer awareness of health benefits from probiotics, coupled with the sheer size of this market segment, indicates that there will be more growth opportunities in the near future.

Impressive Industry Experts

Esteemed international panel of experts at Vitafoods Conference comprised of senior industry figures, leading academics of renowned institutes, and representatives from distinguished companies and industry associations. Organisations presenting at the event included Euromonitor, Japanese Society of Anti-Ageing Nutrition, Lifesciences Asia Pacific Network (LAN), National University of Singapore, National Yang-Ming University, Newcastle University International Singapore, Singapore Institute for Clinical Sciences and Clinical Nutrition Research Centre at A*STAR, and the U.S. Food and Drug Administration.

The eighth edition of Vitafoods Asia will be held from 11-12 September 2018 in the Sands Expo & Convention Centre at Marina Bay Sands, Singapore.