

## **Vitafoods Asia 2016 Blazes the Trail for Innovation** *Unlocking New Potential for the Future of Nutraceuticals*

**Singapore, 2 August 2016** – Vitafoods Asia, the only event dedicated to the nutraceutical, functional food and beverages, and dietary supplement industries in Asia, is set to return to the AsiaWorld-Expo in Hong Kong from 1 – 2 September 2016, with more than 170 international exhibiting companies and a renewed focus on innovation.

This year, Vitafoods Asia 2016 expands its repertoire of visitor attractions to create more innovative avenues for visitors to discover the latest industry trends and developments, as well as foster new business partnerships. In addition, special emphasis is placed on offering forward-thinking insights, state-of-the-art products, and unprecedented networking access for a fresh trade show experience.

“We’re always thinking of new and inventive ways to improve the quality of our show,” commented Chris Lee, Portfolio Director, Vitafoods Events. “Innovation is the key to enriching our offerings and the development of the nutraceutical industry. To provide a value-added experience for our visitors, we’ve added new features to create a holistic platform for business collaborations and cutting-edge ideas to take shape.”

According to Transparency Market Research, the global nutraceuticals product market is fast expanding, and is expected to reach a market value of US\$278.96 billion by 2021. Asia-Pacific was identified as the second largest market in 2014, and the region is expected to continue exhibiting strong demand for functional food and dietary supplements<sup>1</sup>. Given this trend, Vitafoods Asia plays a vital role in connecting businesses and experts of the industry across these four key sectors – Ingredients & Raw Materials, Contract Manufacturing & Private Label, Services & Equipment, and Finished Products – to maximise growth in the region.

### **Delve into Industry Innovation with New Highlights**

Now into its sixth edition, Vitafoods Asia has established its position as the frontrunner in the delivery of industry knowledge and research breakthroughs. To better cater to the diverse needs of the industry, the scope of the show has expanded to include more newly conceptualised attractions, with the overall aim of educating and inspiring visitors from all backgrounds.

One such new visitor attraction at Vitafoods Asia this year is the **Inspiration Showcase**. The showcase will be separated into two areas - *New Product Launches* for products launched within the last 12 months and *Star Products* for leading products from selected exhibitor’s range of offerings.

Also new at the show is the **Discovery Trails**, self-guided tours designed to highlight ingredients and finished products within key industry areas of weight management and healthy ageing. Visitors can follow directions marked out onto custom maps to explore various product and ingredient innovations at participating exhibitors’ booths.

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<sup>1</sup> Transparency Market Research, [Nutraceuticals Product Market: Global Market Size, Segment and Country Analysis & Forecasts 2015-2021](#), April 2016

Attendees interested in meeting new start-up businesses must make a stop at the **Springboard Pavilion**, an area dedicated to first-time participants showcasing their latest innovations. Although only in emergent stages, these businesses are at the forefront of the industry and are boldly paving the way with their one-of-a-kind innovations. This new addition will surely benefit visitors looking to uncover new entrants to the industry, which include companies like Atlantic Delights, Microbaxit, Nutricoa, Shandong Health Source Biological, Star Hi Herbs, and TSI Group.

### **Be Among the First to Discover the Latest in Nutraceuticals**

One of Vitafoods Asia's most popular attractions, the **Tasting Bar** will make a return with a vast array of the latest functional food and beverage samples available for sampling. The tasting bar provides visitors with the perfect opportunity to see, touch, and taste the latest products on display. Examples of product offerings include a green coffee bean extract<sup>2</sup> with strong antioxidant properties, and a chaga mushroom extract<sup>3</sup> that boosts the immune system and body resistance against viral, microbial, and fungal agents. This interactive visitor attraction is especially suited for businesses who are concerned about the compatibility of food products to their target markets' taste profiles. Visitors are also encouraged to vote for their favourite items in the Tasting Bar Awards, as a form of recognition to the best-tasting functional food and beverage.

Among the large number of companies exhibiting this year, many will come with their latest product technology innovations. Newly-discovered native ingredients will be featured alongside ground-breaking technologies in extraction, formulation, product development, and the like. Visitors can look forward to discovering an array of innovative products at this year's Vitafoods Asia, such as a probiotic supplement that contains snail slime extract<sup>4</sup> for better bone health, an enzyme-active whole broccoli sprout powder<sup>5</sup> that delivers a high concentration of disease-fighting phytonutrients, and a kakorot (a specially cultivated bitter gourd) capsule<sup>6</sup> that regulates metabolism and controls diabetes.

### **Acquire Actionable Business Knowledge**

Vitafoods Asia 2016 also offers various knowledge-sharing platforms on the show floor that complements the exhibitor booths and various showcases. The all-new **Vitafoods Centre Stage** is an interactive theatre that addresses the key issues and highlights emerging trends for 2016 and beyond through presentations and panel discussions. For professionals looking to explore the latest innovation, research and technology trends within functional nutrition from Asia, the keynote presentation on '*Science and technology: Driving innovation within functional nutrition in Asia*' on 1 September is one session that is not to be missed.

In addition, visitors can keep themselves updated with upcoming trends and key developments at the **Market & Trend Overview** presented by Innova Market Insights. This year's carefully selected topics – *Top 10 Trends*, *Healthy Ageing*, and *Digestive Health* – are designed to enrich participants with essential knowledge to strategically navigate one's business.

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<sup>2</sup> Developed by Chemical Resources (CHERESO)

<sup>3</sup> Developed by SibPribor LLC

<sup>4</sup> Developed by VenusRoses Labsolutions Ltd

<sup>5</sup> Developed by Cell-Logic Pty Ltd

<sup>6</sup> Developed by Aquavan Technology Co Ltd

For many businesses, keeping up-to-date with the changing regulations in the nutraceuticals market is a challenge. To address this area of concern, Vitafoods Asia will once again partner international regulatory experts EAS Strategies to host a **Regulatory Advice Centre** to aid companies in their understanding and application of regulations in their business operations. Companies keen to seek advice from the experts can book a complimentary 20-minute session with EAS Strategies via the Vitafoods Asia website.

Sitting alongside the exhibition, and offering more in-depth content, the **Vitafoods Asia Conference** makes a return with a focus on applied science for the purpose of product development. In line with Vitafoods Asia's emphasis on innovation, the conference boasts a refreshed format that features five health categories and three core areas for business growth. Delegates looking to gain inspiration for their product and business development needs will surely find the presentations insightful and engaging. In particular, the presentation by Dr. Volker Spitzer from analyze & realize on '*Innovation opportunities for the Asian nutraceutical, dietary supplement and functional food industry*' will touch on the major health concerns in Asian countries and the current innovation landscape related to nutraceuticals, dietary supplements and functional food. Interested visitors may book a delegate place via the Vitafoods Asia website.

### **The One-Stop Source for Inspiration**

A landmark event in the nutraceuticals industry, Vitafoods Asia has a proven track record of offering one of the finest business and knowledge-sharing opportunities in Asia-Pacific. Building upon past successes, the sixth edition of Vitafoods Asia is set to surpass earlier instalments with its unparalleled resources and innovative insights that will freshen up business outlooks.

Lee added, "Successful businesses thrive on innovation, and we hope to inspire our participants to make innovation a priority and constant in their business ventures. Ultimately, this will contribute to the growth of the nutraceuticals industry. Vitafoods Asia will continue serving as the facilitator of meaningful business relationships to set the stage for greater breakthroughs."

For more information on Vitafoods Asia 2016, visit [www.vitafoodsasia.com](http://www.vitafoodsasia.com).

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