

the **foodeshow**

Connect - Adapt - Engage

PARTICIPATION OPPORTUNITIES

9-12 MARCH 2021
2nd edition

ORGANIZED BY **JBHGG**_{events}

POWERED BY **GREATIVA**
Consulting Group

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#foodeshow

The Foodeshow Event

9-12 March 2021

Why attend

+3000 participants 



+100 leading industry speakers

+40 panel discussions 



+100 countries reached

Gather key insights from the industry change makers

What's happening

4 days of engaging and educational content 



Showcase products and services via our **marketplace**

Schedule meetings and one-on-one **matchmaking** opportunities 

The Foodeshow is the food industry showcase, it is not one to miss.

#FOODESHOW

FIRST EDITION HIGHLIGHT

95 COUNTRIES PARTICIPATED

368 PRODUCTS **56** SERVICES

100+ MEETINGS ORGANIZED WITH VIBs

1300 PARTICIPANTS

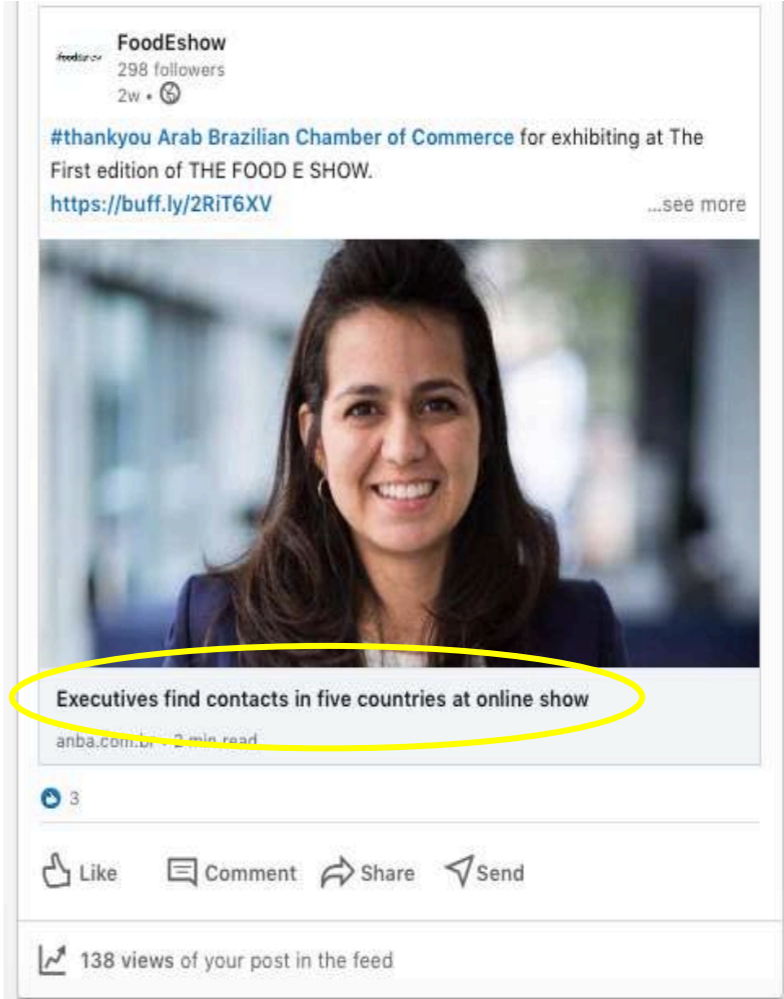
48 SPEAKERS from **32** COUNTRIES

18 PANELS AND INTERVIEWS

100K+ SOCIAL REACH



2K+ single visitors on average per month from over 120 countries



[Click here for the full first edition report](#)

In the pursuit of changing the way we do business

We created an international community that offers support, knowledge, leads and exposure to all its members. Making B2B matchmaking accessible to all companies no matter what their size and their origin are.

More reasons to participate

1. **Virtual Important Buyers meetings** - We have designed a unique buyer program **VIB** to connect you with decision makers with large purchasing power in different parts of the world. Both in retail and food service.
2. **Brand engagement** - Being borderless, the foodeshow allows brands to engage with qualified communities all over the world
3. **Easier to track lead generation** - We make it easier to provide prospects with downloadable material and track the data in quantity and quality.
4. **A series of live sessions and webinars** that address hot topics and trends in the food industry to help you make the most out of your investment
5. **Long lasting** – We house your e-booth for 4 months free of charge

More than an event, a **platform** to connect, adapt and engage

SESSIONS TO SHARE AND LEARN

- No food left behind
- Food and Culture, sharing is caring
- Diet and the food retail environment
- What's on your plate?
- Food as medicine
- Super foods market
- Alternative protein
- Rôle of packaging in food reformulation
- Food systems resilience
- What's on your pizza
- Startup / corporation collaboration
- Food arts
- Impact of Covid on the industry – Facts
- Women in the industry
- Neighbor food and local economy
- Social media sales
- The rise of delivery
- Smart retailing
- The front side flip advancing the supply chain
- Kosher and Halal certifications what do you get?
- Food justice
- Where are investments going?
- The rise of the flexitarian diet
- A look into brexit, challenges and opportunities
- Exporting to ASEAN region



SPEAKERS ACROSS ALL VALUE CHAIN

2nd edition target **100+** SPEAKERS
Confirmed so far



Christine Tacon
Grocery Code Adjudicator
UK



Marina Schmidt
Leader of FIGHTBACK
MOVEMENT
Europe



David Benzaquen
Leading expert in the plant-
based food industry



Bonnie Susilo
Founder, CEO, FOODLAB
Indonesia



Sonalie Figueiras
Serial social entrepreneur, Founder
and editor-in-chief OF GREEN
QUEEN, Founder & CEO of
EKOWAREHOUSE
Hong Kong



Vivian Leung
Co-Founder and President
Foodtechies finland
In addition to this, you need to
know more about it.
Finland



Ahmed Ouahab
General Manager BPM24
Germany



Elysabeth Alfano
Consulting Managing Director,
Vegconomist, North America
Plant Powered Consulting, Founder
USA



Ismael Belkhat
Serial Tech entrepreneur
Maroc



Alessio D'Antino

Founder and CEO of Forward Fooding

UK



Florence Rolle

FAO Assistant Representative in Morocco. Agricultural engineer

Morocco



Nizar Bensalem

Founder and President TADWIR

Tunisia



Nwabisa Mayema

Strategic partnerships director at the branson centre of entrepreneurship

SOUTH AFRICA



Laila Radi

Senior Director of Compliance and Regulatory Food Safety and Quality Assurance IQCC

USA



Karim Skiri

Founder and CEO Act Consult

Maroc



Dannylo Subia

Economist with specialization in foreign trade and strategic marketing

ECUADOR



Joselyn Villalobos Salas

Marketing Director Agricultural Production

COSTA RICA



Rob Blum

Engineer and investment professional, Co-founder The Leaf Protein Pty Ltd

AUSTRALIE



Omar Benaicha

Africa and Middle East
Certi-Trust CEO

Maroc



Semi Hakim

Co founder et CEO KOK
Project

Turkey



Yasser Monkachi

CEO & Founder
Social Impulse +

Maroc



Rachelle Olortegui

Founder et CEO
@Ecoinca - Organic
Superfoods

USA



Vinayaka Srinivas

Director & CO-FOUNDER
Gaia Foods

Singapour



Zoja Kukic

Vice President Digital Transformation
at Signet Word Co-host at She Rocks
Global

Serbie



Samia Sayarh

Researcher in food innovation Higher
diploma in food industry Master in
Marketing and communication
International Master in Nutrition and
Food Biotechnology

Morocco



Tarik Moumin

DG de In One Communication,
Ambassadeur de Hub Africa

PRODUCTS AND SERVICES

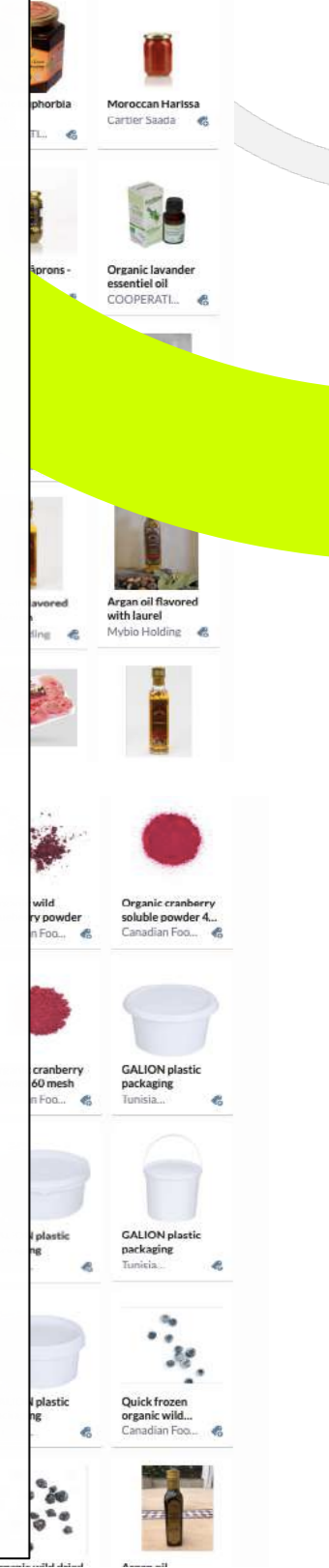
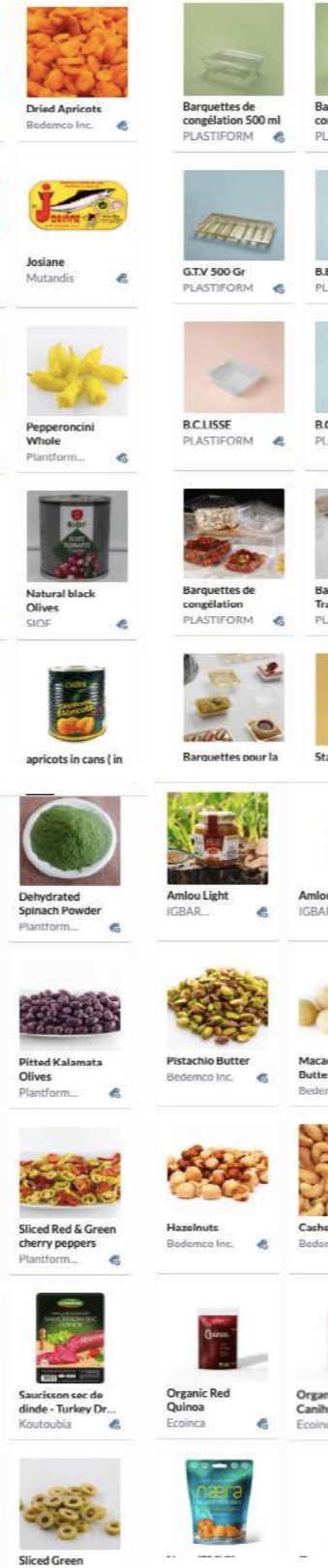
Beverages
Baked goods
Condiments and Sauces
Confectionary
Dairy products
Dried goods
Fats and oils
Fish and Seafood
Frozen products
Grains and pulses
Grocery products
Meat and Poultry
Ready to eat
Specialty products

Packaging
Machinery
Marketing,
IT,
PR,
Testing,
Consulting,
Transportation,
Logistics,
Finance

FOOD

NON-FOOD

the food show



'VIB' Very Important Buyer

VIB* Meetings

In order to facilitate business undertaking and maximize return on investment for participants, we invite large buyers in different categories to participate and connect with our exhibitors. This service is exclusive to exhibitors and is provided without any additional cost.

Who is a VIB ?

The Very Important Buyer is a senior decision maker coming from different sectors with the common goal in mind to search for new suppliers who can create better business results for their organization

Owners and CEOs, Purchasing, Procurement, Import, and Category Managers of:

- Wholesale, Distribution, and Import Groups
- Food Distribution & Trading Companies
- Department Stores & Specialty Store Chains
- Supermarket & Hypermarket Chains
- Governmental Bodies
- Cruise Line Operators
- Airline and Military Caterers
- HORECA
- Gourmet et free-food retailers

First edition VIBs



VIRTUAL EXHIBITOR BOOTH PACK

- An E-Booth with up to 5 team members
- Access to all exhibitors and attendees
- Access to all VIBs
- Participation announced on newsletters and social networks (100k+ reach)
- Link to your official website
- A demo for the installation of the virtual booth and the app
- Continuous support before and during the event
- Assistance with post-event content
- Video and text chats
- 40 sessions on trends (webinars, expert talks, products demo)
- 4 months access to the platform

Price

900£+VAT

Early Bird
Price

~~900£~~+VAT

750£+VAT

Before January 17th

EXTRA BRAND EXPOSURE FOR EXHIBITORS

VIRTUAL ADD-Ons (NO SPECIAL PRICE FOR EARLY BIRDS)	PRICE FOR EXHIBITORS
1 attendee pass	60 £
5 attendees passes	190 £
Ad banner in App	350 £
Social media Banner	450 £
Speaker on panel See next slide	1150 £
Speaker keynote / interview See next slide	1900 £
Live Product Demo Provide a 10-min product demo in front of potential buyers with live Q&A to answer their questions	775 £
Session partner Logo in session banner and at the end of the video	600 £

KEYNOTE OPPORTUNITY

- Opportunity to have your own session, you can take this on yourself or select Option to participate at one of the main panels as speaker (with agreement from the foodeshow team)
- Topic to be discussed with the foodeshow editorial staff pre-event. Can be in the form of presentation or your own panel
- Speaker interview to be published on www.thefoodeshow.com and social media with lifetime visibility on youtube
- Speaker visibility on app and website with company logo
- All sessions will be on the foodeshow app for on demand replay and share post event.

Price
1,900£^{+VAT}

SPEAKER OPPORTUNITY

- Option to participate at one of the main panels as speaker
- Topic to be discussed with the foodeshow editorial staff pre-event
- Speaker interview to be published on www.thefoodeshow.com and social media with lifetime visibility on youtube
- Speaker visibility on app and website with company logo
- All sessions will be on the foodeshow app for on demand replay and share post event.

Price
1,150£^{+VAT}

the **food**e show

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Get involved !

Contact us

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