



Vitafoods™
Asia



20 – 22 September 2023

QSNCC, Bangkok, Thailand

The only nutraceutical event we've all been waiting for

Connects over **250+** international suppliers and **8,000+** business leaders across the nutraceutical industry

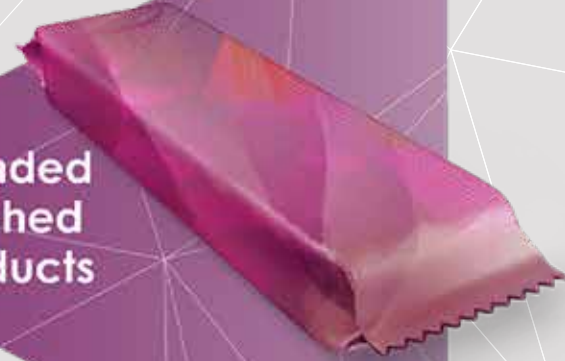
www.vitafoodsasia.com



Ingredients & Raw Materials



Contract Manufacturing & Private Label



Branded Finished Products



Services, Equipment & Packaging

Organised by:  **informa**markets

Vitafoods Asia 2023

Vitafoods Asia sees a truly global audience across four sectors covering the entire nutraceutical supply chain, from beginning to end. Our exhibition and networking events form the perfect ecosystem for businesses to thrive and forge long term collaborations, enrich their understanding, and initiate critical conversations around the most pressing issues concerning the health and nutrition industry.

This year, you can join Vitafoods Asia in Bangkok, Thailand! Over 8,000 business leaders from across the nutraceutical and food and beverage industry are looking to source the most innovative and highest quality ingredients, dietary supplements and services from over 250 suppliers.





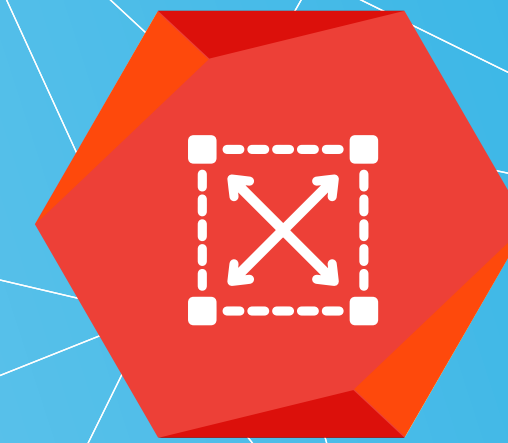
8,000+
attendees



250+
exhibitors



3 days
of business
learning & networking



12,000
sq.m.



Vitafoods Asia, now in its second year moves to Thailand to further broaden its appeal within the Asia Pacific region and worldwide. Thailand is actively positioning itself as the nutraceutical hub of Asia and it has increasingly becoming the regional hub of R&D centres, Most of the world's top nutraceutical manufacturers have a presence in Thailand

Vitafoods Asia

20-22 September 2023
Bangkok, Thailand

Asia's leading nutraceutical event takes place at Queen Sirikit National Convention Center (QSNCC); Bangkok's most exclusive business venue



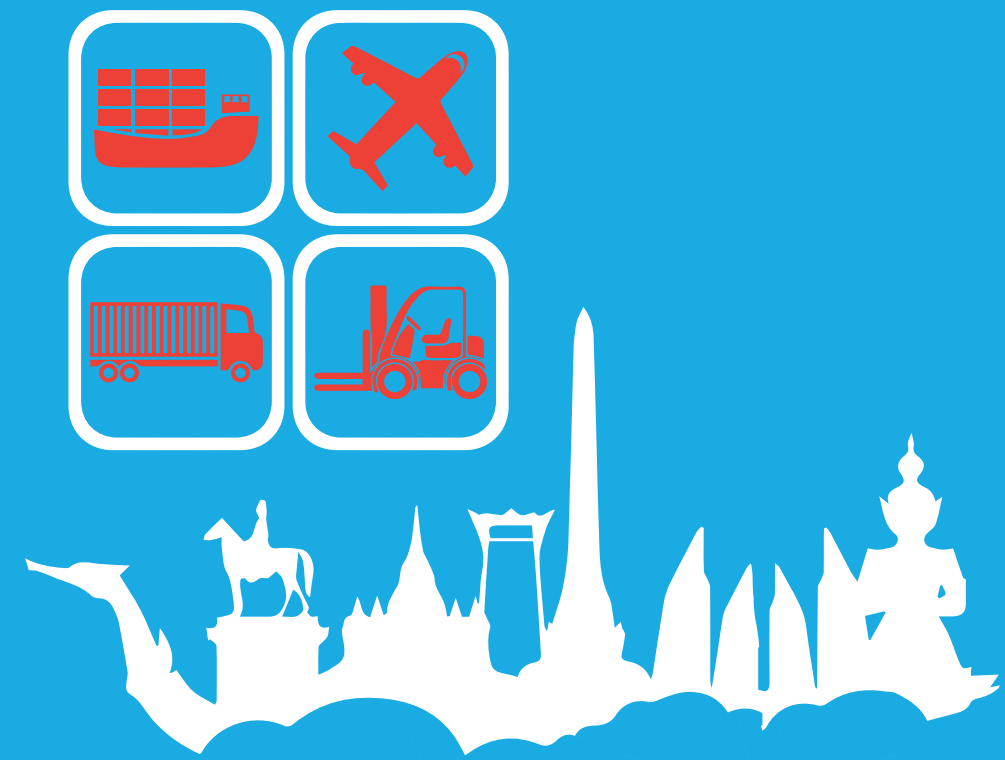
Nutraceuticals Outlook



Thailand is one of the biggest markets in the APAC region, the Thai Ministry of Commerce reported sales of \$3.5 billion across the nutraceuticals industry back in 2019.



According to the report, the Asia-Pacific nutraceutical market is segmented into three product types, including dietary supplements, functional beverages, and functional foods.



In Asia-pacific, The nutraceutical segment is expected to grow 7.5% CAGR from 2020-2025, with the value of \$140 billion. The three biggest consumer markets are China, Indonesia, and Japan, respectively.

Nutraceuticals Outlook



According to the research report titled Asia-Pacific Nutraceuticals Market Outlook, 2027, published by Bonafide Research, the market is anticipated to expand at more than 9% CAGR for 2022–2027. And the Asia-Pacific region held the highest market share in the global nutraceutical market in 2021.



The long-established trend toward proactively managing health and well-being has been brought into sharper focus by the COVID-19 pandemic, according to the Innova Market Insights.



According to Euromonitor's 2020 Lifestyles Survey, more than half of South East Asian consumers believe that they will be healthier in five years than they are now, and they believe that climate change will impact them more, five years from now. It is considerations such as this that will shape demand and opportunities for purposeful food both now and in the future.

What will you get out of exhibiting?

Did you know that Vitafoods Asia has been categorised as one of the leading events from the nutraceuticals Industry and most of exhibitors consider Vitafoods Asia extremely important for their business.

By exhibiting at Vitafoods Asia
you have the opportunity to:

BE ONE OF OVER

250 EXHIBITORS

that will have the chance to do business with

8,000 INDUSTRY
professionals

IN **3 DAYS**
ONE LOCATION

MEET WITH
CURRENT CLIENTS

SAVING MONTHS OF TRAVEL

Gain visibility and

BRAND AWARENESS

MEET WITH
NEW BUYERS

and industry professionals

MARKET YOUR COMPANY

INDUSTRY INSIGHTS & UNIQUE PRODUCT OFFERINGS

before and during the show

TO HELP DRIVE QUALIFIED VISITORS
to your stand

PROMOTE
NEW PRODUCTS

ACHIEVE PROVEN RETURN

on investment and return on objective

EXPLORE OUR FOUR KEY SECTORS


**CONTRACT
MANUFACTURING
& PRIVATE LABEL**
Meet suppliers and
source white-label
products.




**INGREDIENTS
& RAW**
Discover trends and
innovations in health
and nutrition.




FINISHED PRODUCTS
Source or share with buyers,
distributors, retailers and suppliers.



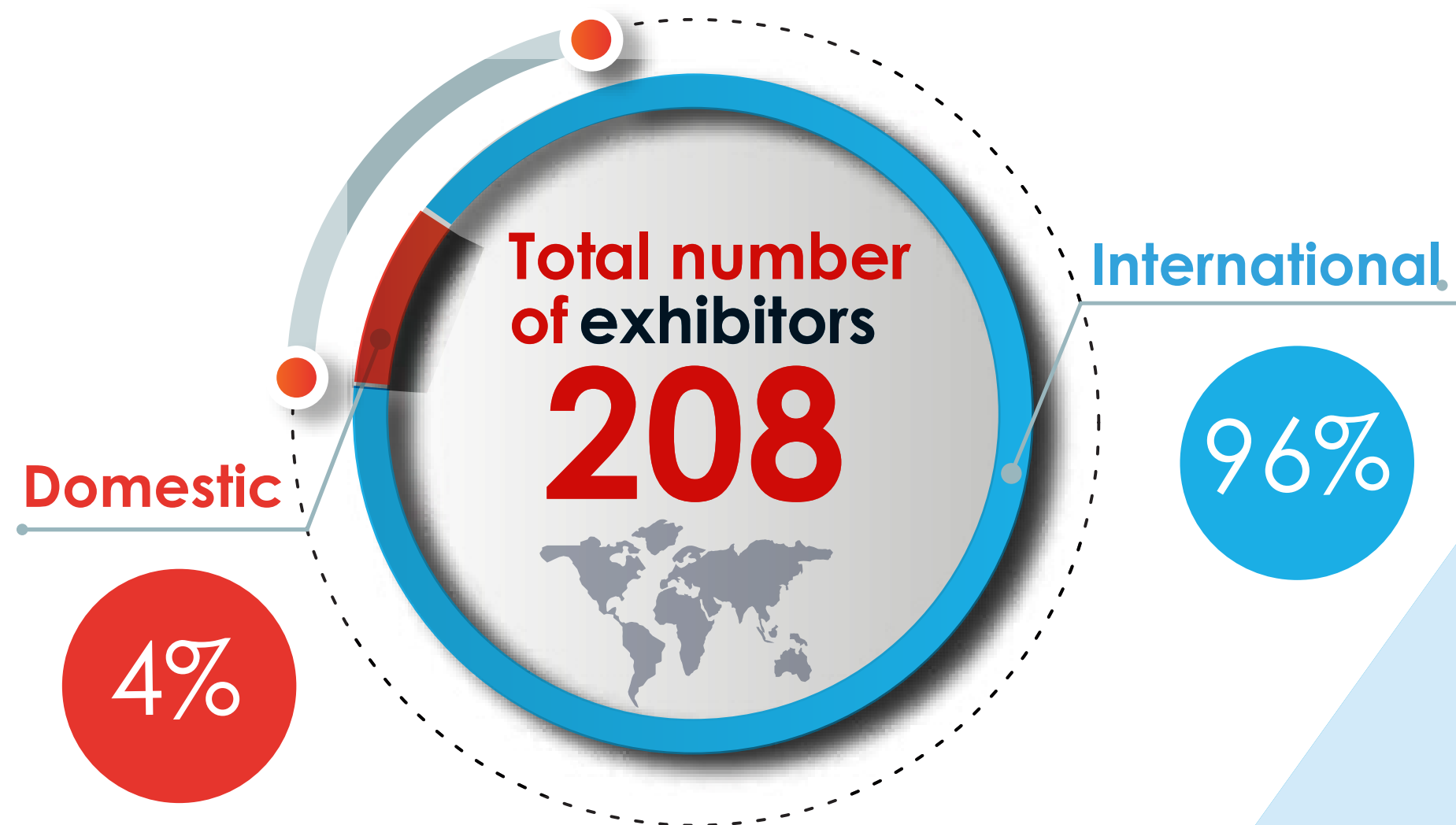

**SERVICES,
EQUIPMENT & Packaging**
Engage with a wide range of
specialist solution providers.



FACTS AND FIGURES

Vitafoods Asia continues to be The only nutraceutical event in Asia to offer insights into the entries supplies chain. Both visitors and exhibitors have hailed Vitafoods Asia 2022, an unqualified success; the facts simply speak for themselves.

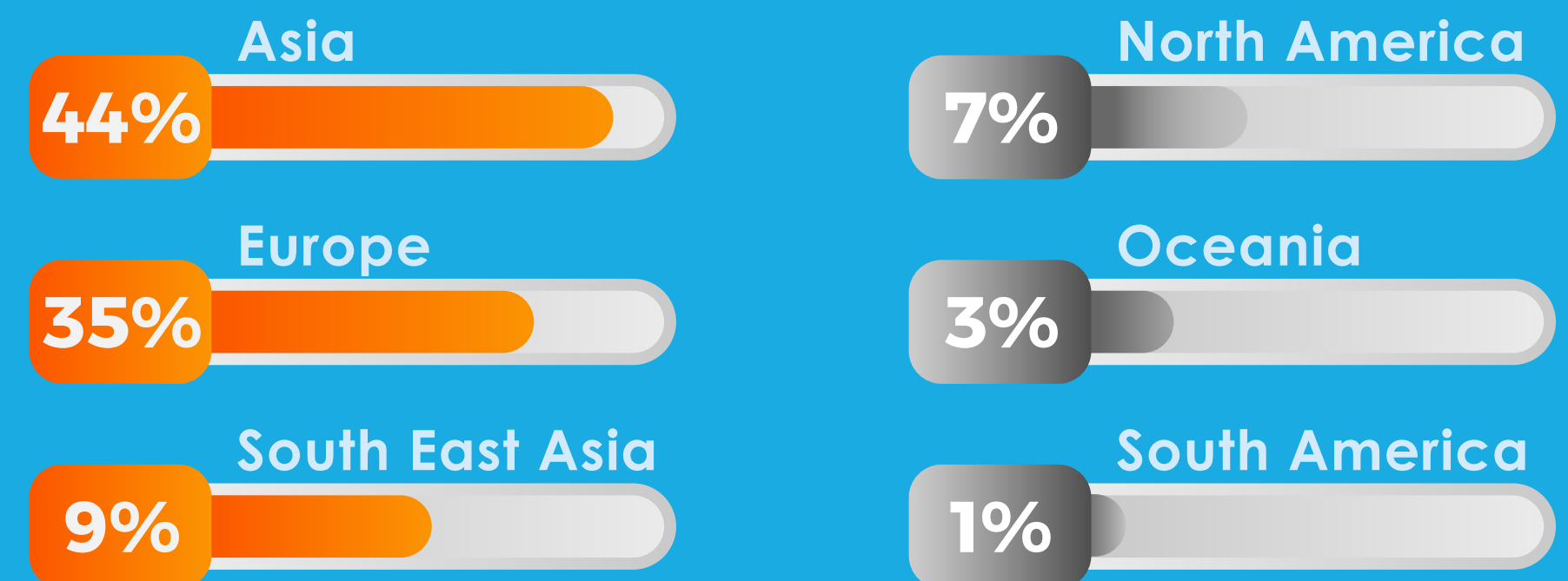
Exhibitor



TOP 10 exhibitor countries

- 1. South Korea
- 2. India
- 3. Taiwan
- 4. United States
- 5. Spain
- 6. France
- 7. Japan
- 8. Malaysia
- 9. Germany
- 10. Australia

Breakdown of Exhibitor by Region



4 Groups of Pavilion and 2 Special Pavilions

International pavilions

- 1. Korea
- 2. Poland
- 3. Spain
- 4. Taiwan

Special pavilions

- 1. Omega-3 by The Global organization of EPA & DHA Omega-3s (GOED)
- 2. Probiotics by International Probiotics Association (IPA)

Top 10 visitor countries

- | | |
|--|--|
|  1. Thailand |  6. Singapore |
|  2. Malaysia |  7. Philippines |
|  3. Indonesia |  8. India |
|  4. Vietnam |  9. Japan |
|  5. China |  10. Myanmar |

Top 20 Industry Topics of Interest



FACTS AND FIGURES

Top 5 of Attendees by Region

- | | | |
|-----------|----------------|------------------|
| 1. Asia | 2. Europe | 3. North America |
| 4. Ocenia | 5. Middle East | |

Visitor



VISITOR'S

Top 10

Visitors Area of Responsibility



Visitor profile

- Manufacturers, Producers of Nutraceuticals & Supplements
- Ingredient Manufacturers, Suppliers, Traders & Distributors
- Professionals Involved in Safety, Quality & Services
- Professionals Involved in Education & Training
- Researchers & Food Technologists
- Government & Trade Associations
- Consultants & Press

Main objective for visiting

1. Source ingredients
2. Learn about the latest market trends
3. Meet existing contacts/ partners/ suppliers
4. Get knowledge on specific industry & business challenges
5. Attend sales presentations by suppliers

As an exhibitor at Vitafoods Asia 2023 you will have access to invaluable networking and promotion opportunities to help you develop new relationships and create more business.



Main stage showcasing

This is the place to discover the latest nutraceutical trends sweeping the world at the showcase of supplementary products and hear from nutraceutical industry experts.

Probiotics and Omega 3 Resource Centres

Explore focused content on probiotics and Omega-3 through the newest innovation in equipment, formulation, delivery formats and application. talks and showcases for these key ingredient and research areas to connect with the key players driving market growth.



New Products Zone

Discover cutting-edge formulations, innovation and concepts across a number of diverse health categories and what's next as leading industry players launch new ingredients. New product zone provides the perfect opportunity to give new ingredients the market they deserve. This is a popular area for visitors and the press as a trendsetting spot for the nutraceutical industry.



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Innovation Tours

Explore the exhibition hall at your own pace with guided trails. The tours are designed to allow you to discover new ingredients and manufacturers, with the flexibility of planning them around your daily show schedule.



Business Matching

Finding your true business match both pre-show and onsite - to help you get directly connected with nutraceutical professionals, who are relevant to you for private networking opportunities.

Sustainability Square

Interactive zone for visitor and exhibitors to discover and learn more about sustainability at Informa Markets and our events "Vitafoods Asia." We focus our content and community on sustainability within the nutraceutical industry



5K run

Become the face of wellness and active lifestyle during Vitafoods Asia. This opportunity allows you to bring your brand and products forward to increase your engagement with visitors focused on sports nutrition and wellbeing. This is a great opportunity to not only showcase your products but also expand network within a nutraceutical community.

Branding Beyond Your Booth Sponsorship Opportunities

Take your Vitafoods Asia 2023 participation a step further and distinguish yourself from the competition and drive visitors to your stand. Whether off-the-shelf or bespoke, all promotional opportunities and sponsorships are designed to maximise your engagement with the nutraceutical community including pre-, during or post-show. Talk to us – we'll find the best option for your business and your budget through onsite and online sponsorship opportunities.

Download



Sponsorship Brochure



Gain
The Most From
Your Investment With
Vitafoods Asia Marketing
Promotion Campaigns

Exhibiting at Vitafoods Asia not only helps you to stand in front of key nutraceuticals industry influencers and key decision makers but also a place for you to present your brand from our promotional marketing activities throughout the year. You can be included in Vitafoods Asia website, Exhibitor Listing, Social Media, Email Marketing Campaigns, Printed Marketing Campaigns, Telemarketing and other Marketing Activities.



THE VENUE

Vitafoods Asia will be relocated to Queen Sirikit National Convention Center (QSNCC), which is offering renovated and new exhibition halls, as well as being conveniently located in the city center, with ample accommodation choices within walking distance.

QSNCC - The Ultimate Inspiring World Class Event Platform For All
An iconic landmark at the heart of downtown Bangkok, the Queen Sirikit National Convention Center (QSNCC) is a versatile venue suited to all kinds of events. This state-of-the-art facility is designed to offer flexible solutions both today and in the future. Conveniently served by subway with QSNCC station connecting directly to the venue, it is easily and quickly accessible from all parts of Bangkok.

The overall feedback from attendees was that they made valuable business contacts with customers and potential distributors, generated sales leads and gained valuable insights into the nutraceutical market in Asia and the rest of the world.





What Exhibitors' Praises About Vitafoods Asia 2022

PHILIPPE CAILLAT

Gnosis

We had an amazing show at Vitafoods Asia in Bangkok. The atmosphere was really good, full of energy. All contacts were very interesting and very promising. We have already booked for next year's edition. Great organization!

CRISTIAN CONDE

Pharmactive

Vitafoods Asia was an impressive event that exceeded our expectations, in fact we have already signed for the next year, with a bigger booth and we are planning to join more team members.

RAYMOND CHRISTINSON

Fuji Capsule

Vitafoods Asia in Bangkok was a great opportunity to connect with our clients. The venue was wonderful and easy to access! Looking forward to next year.

