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Vitafoods Virtual Expo and Summit Shaping Profound Connections in The Digital Age

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On 9 July 2020, Informa Markets announced the launch of the Vitafoods Virtual Expo (7-11 September 2020), the latest addition to its expanding portfolio of industry trade shows and immersive online experiences. With intelligent connection and seamless networking at its heart, this new large-scale interactive event aims to provide a virtual meeting place for the global nutraceutical supply chain to build high-value relationships, showcase and source innovative ingredients, discover the latest trends and together, find practical business solutions for the greatest challenges ahead.



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“In a world that has been turned upside down, we know that what the industry needs most is connectivity”, comments Chris Lee, Managing Director, Health and Nutrition Network, Europe, at Informa Markets. “High-quality digital content on the latest consumer and market trends, science and regulatory developments is a driving force for innovation no doubt, but only alongside effective collaboration can it help the global nutraceutical community spearhead the future of nutrition and health. This is why we’ve made it our mission to accelerate the digital evolution of our portfolio of events.”

Drawing on its trusted global network of suppliers and buyers, the Vitafoods Virtual Expo will use **data-driven matchmaking**, complemented by a concierge service, to connect relevant visitors and exhibitors in 1-2-1 video meetings. From the latest consumer and market trends to groundbreaking scientific insights, the event will provide content that keeps the industry informed and inspires innovation across the entire nutraceutical supply chain. This will be supported by regulatory guidance to help stakeholders navigate the increasingly complex route to market worldwide.

Group networking events that match like-minded peers will also be hosted via **Thematic Micro-Communities**, which focus on key industry topics including sports nutrition, botanicals, healthy ageing, immune health, cognitive health, probiotics, omega-3s, and contract manufacturing. Each community will allow visitors to discover innovative ingredients from the industry's top suppliers, as well as merge connectivity with a unique, tailored learning experience inspired by expert-led on-demand and live content, including webinars, podcasts, product galleries and thematic reports.

Providing a more in-depth analysis of the nutraceutical industry, Informa Markets will also be launching a detailed **State of the Nation report** at the Vitafoods Virtual Expo. It will provide insight-driven commentary to inspire the industry, and ultimately the end consumer, while also helping to shape key decisions around the future of the global food economy and optimizing health through science and innovation.

Following the Vitafoods Virtual Expo 2020, Informa Markets will present the global **Vitafoods Virtual Summit** (15-17 September 2020), which will give attendees the opportunity to dive deeper into key industry topics, as well as learn from and network with the world's leading nutraceutical, supplement and functional food industry experts. Covering personalised nutrition, digestive health and CBD, each themed half-day event will host an interactive workshop, in addition to Q&As, roundtable and panel discussions, and speed networking events.

Chris Lee concludes: "The Vitafoods Virtual Expo and Vitafoods Virtual Summit will provide the entire nutraceutical supply chain with interactive online platforms to network, share knowledge and drive innovation in an evolving commercial landscape. Anticipated to run annually alongside our traditional in-person trade shows, these additions to our offering will help further facilitate dialogues, on the topics that matter the most for today and years to come, all-year-round."

For more information on and to register for this year's Vitafoods Virtual Expo and Vitafoods Virtual Summit, visit our website.