

Informa launches Vitafoods Asia Digital Week 2021

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Vitafoods Asia Digital Week 2021 will bring together the nutraceuticals community across the Asia Pacific, enabling connection, knowledge share, and to spur business growth in the industry: 2-4 February 2021

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Chris Lee, Managing Director, Health and Nutrition Network, Europe, at Informa Markets says, "We are bringing a virtual experience in the Asia Pacific to connect brands and suppliers from across the region, so we have created Vitafoods Asia Digital Week to continue to build connections within the industry. With high-quality digital content, Vitafoods Asia Digital Week will help educate participants as to the latest consumer and market trends, science, and regulatory developments in nutraceuticals. We hope it will help prompt effective collaboration to spearhead future developments in nutrition and health."

Informa will tap their trusted global network of suppliers and buyers, to build Vitafoods Asia Digital Week. The virtual event will feature data-driven matchmaking, which creates a virtual concierge service that makes suggestions based on preferences and helps to connect visitors with exhibitors. Interested parties can arrange to meet each other online to conduct productive discussions over one-to-one video meetings.

Visitors can also tap thematic communities online which brings focus to emerging nutraceutical markets for botanical, healthy aging, immune health, and digestive health products. Each community helps visitors to absorb the key trends, watch on-demand sessions, or attend live sessions that feature expert spokespersons discussing a specific category of products. Through these micro-communities, visitors can also tap an array of exhibitors to source quality key ingredients from which to create branded products.

The insights and commentary provided during Vitafoods Asia Digital Week also aim to inspire consumers. The digital platform will give attendees the opportunity to dive deeper into key industry topics, as well as learn from, and network with technical

experts and thought leaders. Conversations at the event will help shape key decisions around the future of the global food economy, and ultimately, help to optimise health through science-based innovation.

A key feature that participants can look forward to is the Main Stage, a hub for macro-information that will help build knowledge on specific topics that are pertinent in the Asia Pacific, such as the ASEAN agreement on Health Supplements, market opportunities and challenges in India, and evolving approaches to China's supplement market.