

## Announcements

### **Food Ingredients Europe '95, Frankfurt, 7-9 November 1995**

The tenth Fi Europe exhibition and conference on food ingredients, product development and quality control will take place in Frankfurt, Germany. The exhibition will be the largest event ever. Fi Europe '95 is already 22% bigger than last year's Fi Europe in London. There are expected to be over 600 exhibitors. USA, Canada, India, Chile and Israel will be represented in National Pavilions. We expect 20,000 visitors, which is a record number and will include a large number from Eastern Europe.

Alongside the exhibition there will again be a New Product Seminar. During this seminar exhibitors will give presentations about new trends within the food industry. In addition, for the second year, we are organising the Fi Europe Awards Programme. There will be nominees in the following four categories:

- \* The most innovative food ingredient award 1995
- \* The food ingredient marketing achievement award 1995
- \* The most innovative finished food product award 1995
- \* The food ingredients research award 1995

The winners will be announced at the Fi Europe Tenth Anniversary Party on the evening of Wednesday 8th November.

The show organiser Miller Freeman (formerly Expoconsult) is cooperating with the GDL, AACC and EFFoST to stage the Fi Europe conference. The conference will have a special theme: 'Food Product Development to the year 2000'.

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### **Food Ingredients Asia '96, Hong Kong, 4-6 March 1996**

Hong Kong will host the 7th edition of Food Ingredients Asia. The last show in Tokyo, held in April this year, was again a big success. More than 12,000 food manufacturers visited the event. Asia is the fastest growing economy in the world. Higher levels of disposable income will influence per capita spending on food products. This trend is reflected in the level of

interest shown by companies wishing to participate in Fi Asia, Hong Kong and capture their share of the Asian Market. Alongside the exhibition there will be a conference. The conference is focused on the latest trends and developments in the Chinese and Asian Food Industry. A post-exhibition excursion into China is being planned by the organisers.