

event preview 2023

VITAFOODS 2023

Geneve (Switzerland), 9-11 May 2023; on line 1-12 May 2023

Vitafoods Europe was launched in 1997 to meet the growing demands of the emerging nutraceutical industry. CEO and Founder, **Nick Hawker**, believed there was a need for a dedicated exhibition and scientific conference to fill a gap in the market at the time.

Back then, the event featured only 100 exhibitors in 2,500 square meters of floor space and attracted 1,200 visitors. 22 years later, the 2019 edition of Vitafoods Europe welcomed more than 1,250 exhibitors in 23,000 square meters of floor space and gathered over 25,000 visitors in the Palexpo Exhibition Hall.

This annual gathering sees a **truly global audience across four sectors covering the entire nutraceutical supply chain**, from beginning to end. Our exhibition, conference 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.

The Conference

The 2-day Vitafoods Europe Conference will offer a **programme focused on tackling current challenges and identifying immediate opportunities for the nutraceutical industry**. The conference will take place in a purpose built theatre on the show floor. Besides highly curated content there will be opportunity for peer-to-peer networking for delegates attending the conference onsite

Through a mix of expert presentations and panel discussions the conference will provide in-depth insights into challenges affecting the industry and examples of applications of the latest research. During the conference experts from across the field will present data-driven, evidence-based solutions, latest research, ingredient insights, innovations and formulation strategies within the following four themes: **Sports and Active Nutrition; Cognitive and Emotional Health; Metabolic and Immune health;**

Life Stages and Healthy ageing.

The conference will be taking place May 9-10 at the purpose built show floor! We look forward to welcoming you there.

The Future of Nutrition Summit

The Future of Nutrition Summit is coming to Vitafoods Europe, on May 8 2023!

The summit has been running successfully at Food ingredients Europe, our specialised event for the F&B ingredients industry. This year we will bring this **future-focused summit** to the Vitafoods audience with a nutraceutical focus. **The 1-day in-person summit takes place a day before the Vitafoods 2023 show opens and offers a snapshot of the health and nutrition industry in 5+ years' time.**

Independent futurist thinkers from across the industry and beyond will share their insights into how the health and nutrition landscape might look in the future. Besides leading-edge content there will be ample opportunity for peer-to-peer networking with C-level experts from diverse disciplines and industries, including food science, innovation, sustainability, retail, nutrition and public health as well as startups / scale-ups and investors.

Discussions will focus on the future of precision nutrition, digitalisation of health, new technologies for health management and future sustainable solutions across the value chain.



The world's nutraceutical event

Website:

<https://www.vitafoods.eu.com/en/home.html>