



VITAFOODS INTERNATIONAL

OBJECTIVE

Storm Communications was reappointed by IIR Exhibitions in December 2005 to implement a PR campaign for Vitafoods International 2006 and new show, Finished Products Expo, held at Switzerland's Geneva Palexpo from 9 to 11 May 2006.

The key objectives were to reaffirm Vitafoods as the market-leading event in the functional foods and nutraceutical calendar and position as a 'must visit' show for UK and European buyers. Alongside this, Storm was to launch the new Finished Products Expo that attracted a different audience to the main show.

SOLUTION

Storm launched a trade media campaign targeting the UK, European, Asian and American food technical media. The campaign was run over a seven month period, to assist with both exhibitor recruitment in the first three months of the programme and nearer the show, visitor promotion.

News and diary dates were generated on the exhibition in key publications from each target country, while news was drip fed out to the press to ensure a regular presence to maximise awareness and interest. Storm liaised with all exhibitors to gather information on new launches and activities throughout the three-day show, and then this was utilised in show preview features in the last quarter of the campaign. The international media were invited to attend, and Storm managed the press office on site for the duration of the show. ▶



▶ RESULTS

Coverage of the exhibition appeared in the trade media from the UK, France, Germany, the Netherlands, Switzerland and America, and exposure was achieved in all the main titles from the core target countries. In total, 55 items of coverage – from news pieces to full preview features were achieved giving over 830,000 opportunities to see. In addition, the campaign's EAV was £109,593, which equals a ROI of 15 times total PR budget. Press attendance was also up on the previous year's show, with over 40 international journalists attending. As a result of this successful campaign, Storm was reappointed to handle Vitafoods in 2007.

IN Ingredients, Health & Nutrition
Formulation, Markets and Technologies

See News



The main talking point

The 9th annual Vitafoods International takes place once again at Geneva Palexpo, Switzerland from 9-11th May 2006

The organizers of Vitafoods are promoting an event that is bigger than ever, with more than 300 leading industry players showing the very latest innovations in nutraceuticals, as well as the most recent research findings on dietary supplements, functional foods and drinks and cosmeceuticals.

A key area of interest at Vitafoods is the field of cosmeceuticals. As well as being active in the nutraceutical industry, over half of the companies that exhibit at Vitafoods supply ingredients for use in cosmeceuticals. They include Nutrilite, Viterra International, Santa Casa AG, Adkins and Givoni.

In recent years there has been a focus on functional foods, which are being developed to run alongside Vitafoods. The Finished Products Expo, Cosmetics Industry, Vitamins For Life, Protein, Women, VEG, Higher Nature Ltd and BioDynamics. The new event, which will be held in the same hall as Vitafoods International will provide visitors with a spectacular networking opportunity for meeting new or existing suppliers.

The industry welcomed Vitafoods International back to Geneva last year. Organized by Leatherhead Food International, on behalf of Vitafoods International, the conference provides delegates with the opportunity to hear industry professionals discuss the latest scientific and technical developments in the functional foods and nutraceuticals arena.

Over the two days of the conference, a host of eminent speakers will debate key industry issues, focusing on the latest developments in areas including heart health, diabetes, obesity and the metabolic syndrome, anti-aging and neurogenesis. Distinguished speakers at the conference will include Professor Robert Packard of the University of Surrey, Dr Jürg Guillemin of Andros and Reaktor AG, Dr Götz Buchwaldt of Cargill, Germany, and Dr John Havel of VitaGen, USA, to name but a few.

Discussion Forum
Ingredients, Health & Nutrition magazine is sponsoring this year's expert Discussion Forum, which is held on the third day of Vitafoods. This provides an opportunity for exhibitors, visitors and delegates to get involved and debate at a high level, the issues that drive the future success of the industry.

Being held on Thursday 11 May at 10am, the first of this year's live sessions is "Health Claims and Regulatory Issues: Ten Major Challenges".

Simon Preston, Director of Business based European Advisory Services, is the host of this session. "The Vitafoods Discussion Forum has proven to be a vibrant event as the Vitafoods International has been a success story", says Preston.

"With European regulation on a state of significant change, I intend to outline the key issues, functional foods and to register the issues that make good or bad products and to give delegates the opportunity to ask questions and to register themselves as take-into account products and ingredients."

The Forum provides an opportunity to discuss the latest scientific and technical developments in the functional foods and nutraceuticals arena. It is an extremely popular feature of Vitafoods and a central element of the event. The first session of the forum takes place on the 10th May, from 10am to 12pm.

Register online in advance and guarantee your free entry. Free event guide and save €50 www.vitafoods.com/IN

Sports Nutrition
Gut Health
Vitafoods



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vitafoods preview

Vitafoods International 2006: Bigger and Better

This year sees the 9th annual Vitafoods International, Europe's leading nutraceutical event, taking place at Geneva's PALEXPO in Switzerland from the 9th to the 11th of May. As a result of the growing success of this event, a brand new show will be launched alongside the main exhibition — The Finished Products Expo. Co-located with Vitafoods International in Hall 1, the exhibition will provide visitors with a more widespread offering of innovations in nutraceuticals and the most recent research findings on dietary supplements and functional foods and drinks.

nutraceutical business & technology

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Food & Drink TECHNOLOGY

EXHIBITION

vitafoods International 2006



The Vitafoods International Conference which runs in conjunction with the exhibition highlights an overview of the nutraceutical foods market and a strong focus on current trends. The meeting will cover latest market directions, key products and health attributes that could shape the food sector in the coming months. Femi Anjos of Leatherhead Food International will be speaking on recent innovation.

Following this will be a session on nutraceuticals and their effects on cardiovascular health. Dr Richard Beagle, cardiologist at the Hammersmith Hospital in London, will discuss the antioxidant properties of pomegranate juice as well as the results of recent research carried out.

Green tea catechins and their potential role in regard to body weight and the metabolic syndrome will also be featured. DSM Nutritional Products has developed a method to purify epigallocatechin-3-gallate (EGCG) from green tea extracts and produce batches, now known as Torigene, with a concentration of up to 99% crystalline pure EGCG. With functional beverages now the fastest growing international functional food category, substances regarding anti-aging are proving the most popular, along with products that offer energy, vitality and health enhancing effects. The conference will cover many of the nutraceutical products found in Europe as well as several ingredients from plants found in Asia and Africa, producing new tastes and purposes.

Gea Lawson Nutritional Products are excited throughout the world for Gea Lawson's nutritional division, which has grown to

Cognis
Cognis Nutrition & Health will be presenting a talk on "Energy foods for life-long, visible vitality" at the conference on 10 May. The results of a consumer post-launch survey on Nutrilite products with Toulon CEA can be heard at the Seminar Theatre on 11 May.

A global supplier of science-based, natural source ingredients for food supplements and functional foods and beverages, Cognis will feature Toulon CEA, natural source conjugated linoleic acid, Vanoplin natural lutein esters, Vegetone plant stems and stem ciders, Cevital natural source Vitamin E, Betaine natural methyl choline, and Vitamins extracts. Cognis.com 626

Plantextrakt
Hibiscus, roselle and fruit tea mixtures range in color from ruby red to red brown, dark violet to pink, and intense orange tones... hence the "Let's get red" name of one of the new beverage line from Plantextrakt. It will be offered in various ready-to-drink applications and presented along with the standardized extract of green roselle, which is rich in flavonoids and a suitable alternative to classic food color.

Plantextrakt has commissioned studies by research institutes to determine the bioactivity of its ingredients. Results indicate that hibiscus extracts, containing anthocyanin, can significantly increase the antioxidant capacity of blood. An additional hibiscus study is underway with the aim of developing healthy concepts for foods and nutraceutical supplements. The results of studies in the physiological effect of plant extracts will also



Technology 25

Wellness Foods Europe, Vitafoods 2006 - preview



Vitafoods International introduces new show for 2006

Wellness Foods Europe

THE WELLNESS FOODS INTERNATIONAL AND FUNCTIONAL FOODS & BEVERAGES

This year sees the 9th annual Vitafoods International, Europe's leading nutraceutical event, taking place at Geneva Palexpo, Switzerland from 9th to 11th May 2006. Following the growing success of this event, a brand new show will be launched alongside for 2006 — The Finished Products Expo. Running beside Vitafoods International in Hall 1, the exhibition will provide visitors with a more widespread offering of innovations in nutraceuticals and the most recent research findings on dietary supplements and functional foods and drinks.

The Finished Products Expo has been launched in response to the huge success of the Finished Products Zone, a popular feature of Vitafoods International for the past three years. Last year, over 20 finished prod-

ucts companies exhibited at Vitafoods International with over 10% of the visitor audience declaring an interest in finished products. Now as an exhibition in its own right, the Finished Products Expo will bring together over 60 companies in 600 m² of space and will include its very own New Products Zone.

Visitors interested in dietary supplements and functional food and drinks will be able to compare the latest innovations whilst keeping abreast of all recent developments within the industry. Exhibitors include Vitamins For Life, Prinsan, Wellcraft, VSL, Higher Nature Ltd and BioDynamics. A spectacular networking opportunity for meeting new or existing suppliers, Finished Products Expo promises to be the most exciting launch within the nutraceutical industry for 2006.

Vitafoods International 9-11 May 2006, PALEXPO Geneva, Switzerland

Vitafoods 2006 - Keeping ahead of the times

Taking place from the 9-11 May, Hall 1, Geneva Palexpo, Switzerland, Vitafoods International is the largest and most important nutraceutical event in Europe. The exhibition this year has grown in size by 17% ensuring that all the major players in your industry will be there waiting to do business.

This year the Finished Products Expo has been launched to run alongside Vitafoods International in the same hall. This exhibition welcomes over 60 leading suppliers of dietary supplements and functional foods & drinks. If you are a distributor, exporter/importer or wholesaler of these products then you are amongst others for this exhibition. Please visit www.finishedproductsexpo.com for more information.

Vitafoods International continues to successfully combine the areas of nutraceuticals, cosmeceuticals, functional foods and drinks in terms of exhibitor focus and visitor interest. As the needs of these industries constantly changes and grows, Vitafoods International responds, confirming its status as the number one exhibition in its field in Europe.

Vitafoods International Conference
The Vitafoods International Conference organized by Leatherhead Food International will run alongside the exhibition. This high-level conference attracts over 250 delegates in 2005 and promises to be an popular again in 2006. The conference focuses on the hot topics facing the nutraceutical industry and features leading experts from the industry.

On Day 2 of the conference, there is also a Seminar Stage that runs concurrently to the conference. For the first time at Vitafoods International this will focus entirely on the field of Marketing, making this a must attend for marketers. Topics to be covered include: "Consumer Studies on Functional Foods and Nutraceuticals" by Peter Marinovskis, and "The 7 HealthFoods Benefit Platforms: aligning your brand portfolio through a design strategy" by Simon Bick.

Supplier Seminar Theatre
Want to see the latest nutraceutical and cosmeceutical innovations? Keep up to date with the latest products and research from the leading suppliers at the Supplier Seminar Theatre. These seminars are free to attend and will run throughout the duration of the event on a first come first served basis. Make sure you arrive early to secure a seat as these sessions are very popular.

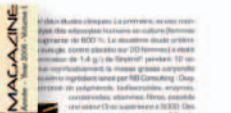
The Finished Products Expo
The Finished Products Expo has been launched in response to the huge success of the Finished Products Zone within Vitafoods International. Running alongside the successful Vitafoods International in Hall 1, Geneva Palexpo, Finished Products Expo will have together 50 companies in 600m² of space.

innovations IN FOOD TECHNOLOGY

ISSUE 27 MAY 2005
Wed 10th May, 10:00 - 17:30
Thurs 11th May, 10:00 - 18:00

VITAFOODS MONTÉE EN EN

ÉNERGÉTARIERS DE SERVICE, CONDITIONNEURS À ÉCHELLE, PRODUCTEURS ET/OU DISTRIBUTEURS D'ACTIFS DESTINÉS À LA NUTRACÉUTIQUE, SOUS TOUTES SES FACETTES, VONT GÉRER EN CÔTÉ À CÔTÉ DES FABRICANTS DE PRODUITS FINIS. ANNEE STRUCTURE, VITAFOODS INFLUÈCE DE 400 EXPOSANTS MARQUÉ SA DIFFÉRENCE VIS-À-VIS DES AUTRES SALONS CONSACRÉS AUX INGÉDIENTS SANTÉ, ET DEVIENT AINSI UN SALON DE RÉFÉRENCE EUROPÉEN POUR LES COMPLÉMENTS ALIMENTAIRES, MAIS PAS UNIQUEMENT.



En 2005, les médias d'origine à la première, les médias régionaux, les médias nationaux et les médias internationaux ont été impliqués dans une campagne de communication. Cette campagne a été menée par la société de communication et de publicité ACTIF'S. Cette campagne a été menée par la société de communication et de publicité ACTIF'S. Cette campagne a été menée par la société de communication et de publicité ACTIF'S.

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