

Vitafoods Asia expands by 40 per cent in 2018

Vitafoods Asia is happening on 11 and 12 September 2018, in Singapore.

Vitafoods Asia Exhibition and Conference returns this 11-12 September 2018 in Singapore, integrating a research-intensive, industry-centred environment. Vitafoods Asia attracts members that represent the entire nutraceuticals supply chain. Organisers expect some 5,500 visitors from over 60 countries to attend Vitafoods Asia, who come pre-dominantly from Asian countries. The Vitafoods Asia Exhibition will deliver over 300 exhibitors, which marks a growth of 40 per cent over the number of exhibitors in 2017.

Vitafoods Asia is a response to growing demand for nutraceuticals in functional foods and beverages. Japan and increasingly China, India, Australia, Korea, Thailand and Vietnam, are collectively growing the nutraceuticals market in Asia-Pacific by 7.5 per cent year on year, rapidly expanding opportunities for development in the sector. This is expected to increase to 9.9 per cent CAGR by 2025, and Euromonitor estimates the regional market will reach US\$89.63 billion by 2021.

Visitors to the show can extend their business network globally as the exhibition features 11 international pavilions this year. New entrants include New Zealand, Poland and Singapore.

Functional Foods

Asia Pacific is now the largest regional market for dietary supplements and vitamins. Malaysia and India for instance, are grappling with the impact of rapid urbanisation on the diet. Demand functional, hearty-healthy foods, for example, is rising.

Aside from products developed in Western societies, across the region, consumers are buying products that are enriched with locally-sourced compounds and functional ingredients like probiotics, fibre, calcium or vitamin E; herbs such as tongkat ali and ginseng; along with cultured milk drinks; probiotic yogurts; and cereals that are fortified with fibre; plus, Omega-3 fortified eggs.

Vitafoods Asia showcases key suppliers of such ingredients and raw materials that are used in functional foods. Alongside these suppliers, visitors to the exhibition can source contract manufacturers and private labellers, as well as finished goods manufacturers.

Functional beverages

To tackle alertness and reduce calorie consumption, as well as hydrate with performance additives, athletes and gym enthusiasts in countries like China and India are driving demand for nutrition through functional beverages. Energy drinks, sports drinks & nutraceutical drinks are the fastest growing segment of the functional beverage market. Due to its efficient delivery of minerals or herbs, functional beverages are emerging to help reduce the risk of chronic disease and to keep blood sugar levels under control.

Drinks ingredients include vitamins, amino acids and omega-3 fatty acids. Amino acids are used to slow fatigue and vitamins are added to boost the metabolism and generate energy in functional beverages. Prebiotics and probiotics are also used to ensure proper functioning of the digestive system. Another ingredient, Omega-3, is forecast to grow in the functional beverages market as it controls inflammation.

At Vitafoods Asia, there's an **Omega-3 Resource Centre** where visitors can witness the latest innovations and product development initiatives around Omega-3.

Manufacturers in this market segment are developing innovative flavours to appeal to consumers with drinks that are safe, taste good and are affordable. Key functional beverage manufacturers are exhibiting at the Vitafoods Asia Exhibition.

Addressing malnutrition

In countries like Japan and Thailand, where despite relatively healthy diets, there are mineral and vitamin deficiencies in the population. In Thailand, Calcium and Vitamin D are issues, and doctors are prescribing supplements. The Japanese lack calcium and iron, so there is a corresponding seeing rise in demand for probiotic yogurts and energy drinks.

At the **Global Health Theatre** at Vitafoods Asia, the impact of the modern lifestyle on nutrition and diseases, and how food fortification is addressing these issues, will be discussed by industry experts. Responsible nutrition, importance of fortification & fortified foods, impact on the glycaemic index, as well as the packaging of nutraceuticals into functional foods, will be discussed, among other topics.

Food fortification

As scientific research evolves around issues such as obesity and disease, as the impact of nutrition on pre-natal and maternal life stages, sports and aging evolves, the way we approach these issues is changing. You can stay abreast of the latest research by attending the **Life Stages Theatre** at Vitafoods Asia, where you will hear from researchers and functional food developers alike.

Processing food to protect bioactive ingredients

At the **Vitafoods Asia exhibition**, visitors will learn how processes such as microencapsulation, enzyme technology, and nanoencapsulation of ingredients are being used to produce functional foods. Of late, microencapsulation technology has been developed to replace cyclodextrin (CD) molecules to protect the bioactive elements in food processing through to the storage and delivery of functional foods.

Notably, product formulation for the delivery of nutraceuticals is changing. For example, Indian consumers are driving change from traditional tablets, or chewable tablets, to capsules, particularly liquid-filled capsules, which are easier to swallow and are believed to work faster and better.

The **Vitafoods Asia Conference** is another chance to learn from academia, government and industry leaders. Structured to help participants maximise their learning in line with their career interests, dedicated conference tracks will guide participants towards talks on research and development, business and marketing strategies, and digestive health. Sessions also address challenges to do with market entry and regulation.



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