

Finished Products

Expo 2008

AT VITAFOODS – THE GLOBAL NUTRACEUTICAL EVENT



Europe's only dedicated exhibition for the dietary supplement, cosmeceutical, health food, functional food and functional drinks industries



6-8 MAY 2008 GENEVA PALEXPO SWITZERLAND

“ Finished Products Expo added real value to our business by attracting target customer groups in an ultimately effective manner.”

Product Manager, APTIEKAS PRODUCKCIJA SIA

www.finishedproductsexpo.com

ORGANISED BY
IIR EXHIBITIONS 
an **informa** business

Co-located with

Vitafoods™
International 

Keep your business fully functioning by exhibiting at FPE!

Now in its third year the Finished Products Expo runs alongside the well established Vitafoods International. Finished Products Expo and Vitafoods International 2007 were a major success and attracted over 5,600 attendees of which over 1,300 had a direct interest in finished products.

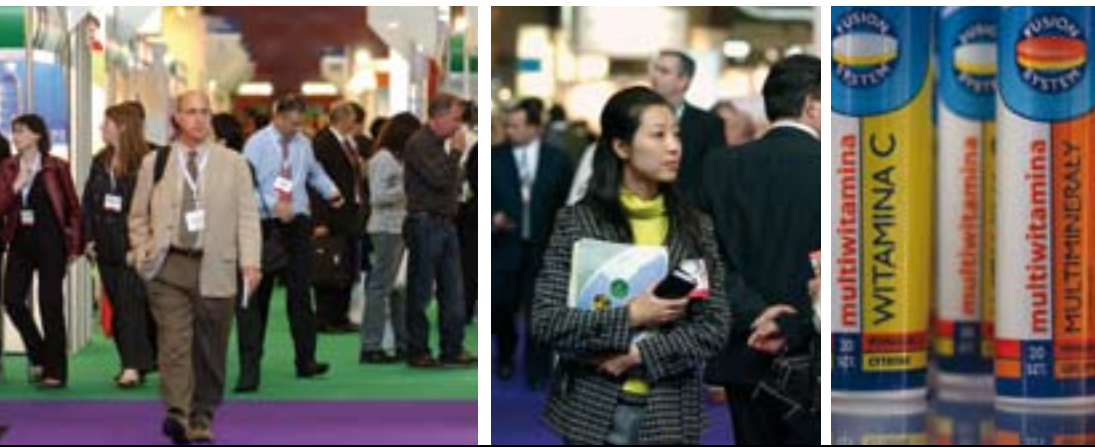
Next year promises to be even bigger, with over 100 companies supplying quality dietary supplements, cosmeceuticals, functional foods and drinks and contract manufacturing services. Taking place from the 6-8 May at GENEVA PALEXPO it provides an effective forum in which to promote your products.

The global functional foods and drinks market continues to be a dynamic and growing segment of the food industry. Rapid growth will continue for several years and taper off by 2010, when functional foods are expected to represent five percent of the total global food market. Functional foods have experienced great success, emerging from a niche market to a mainstream market category. As the market has matured and expanded, large food companies and government regulators have become key players in the global functional foods marketplace. Solid science regarding safety and efficacy is pivotal in ensuring future market success and consumer confidence. Join us at the Finished Products Expo to experience this growth first hand with the quality and numbers of attendees.

New for 2008 is the introduction of cosmeceuticals as a category at FPE. Due to the high level of growth in this sector and the increasingly popular concept of "Beauty from Within", we have added cosmeceuticals to the event profile.

Companies wishing to export their goods can benefit from working with local partners that understand the intricacies and regulations that challenge their markets. Exhibiting at FPE can help you find distributors and agents in order to establish yourself in other countries.

Exhibiting at FPE will enable you to capitalise on an expanding market. Book early to avoid disappointment as space is limited and will be in high demand.



“ The Finished Products Expo was a great success for us. As an American company, building brand awareness overseas is a large challenge. The Finished Products Expo was the ideal venue to expose our goods and services to the European nutraceutical industry and showcase our commitment to export. Because of our presence in Geneva, we have already closed one distribution contract worth over two million dollars, and are in negotiations for several others. We look forward to having even greater success next year. ”

Account Manager-Europe, NOW INTERNATIONAL

Who should exhibit?

Suppliers and manufacturers of:

- Dietary/food supplements
- Private labelling/contract manufacturers
- Cosmeceuticals
- Herbal remedies
- Encapsulated/tableted herbs
- Functional foods & beverages
- Vitamin supplements
- Mineral supplements
- Children's supplements
- Sports nutrition
- Anti-ageing supplements
- Weight control supplements

Exhibiting at the Finished Products Expo will enable you to:

- Increase Sales
- Source Distributors/agents
- Improve Customer Relationships
- Build your Brand
- Explore Partnerships
- Enhance PR Opportunities
- Improve Loyalty

Why exhibit at FPE?

- We work with the leading trade magazines and associations to ensure that you see the right audience
- It is international with visitors from over 75 countries attending
- The quality of the buyers that we deliver is unrivalled - make quality contacts in just 3 days!
- Opportunity to meet with existing clients
- Break into new international markets
- Your competitors will be there!

Top 10 visiting countries

Switzerland	Netherlands
Italy	Belgium
France	Spain
Germany	Israel
UK	Poland

Who will you see?

The Finished Products Expo will attract the key decision-makers you need to see, in 2007 we welcomed...

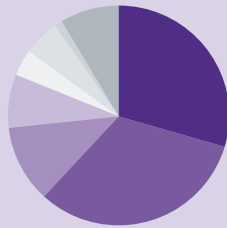
Business activity*

Dietary Supplements	52.9%
Functional foods	41.9%
Functional drinks	24%
Health food	45.7%
Ingredients & raw materials	36.6%
Natural & herbal medicine	40%
Pharmaceutical	37.2%

* Visitors were able to choose more than one business activity

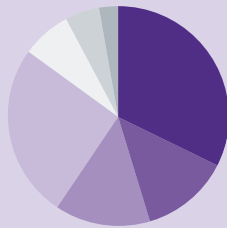
Type of Business

Distributor	29.7%
Manufacturer	32.3%
Import / Export	11.6%
Research / Scientific	7.7%
Supplier	3.9%
Wholesaler	5.2%
Broker / Buyer	1.1%
Other	8.5%



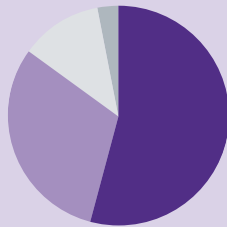
Position in company

CEO / Managing Director / President	32.4%
Director / Vice President	12.9%
Senior Manager	14.3%
Manager	25.5%
Executive	7.2%
Assistant	5.2%
Other	2.5%



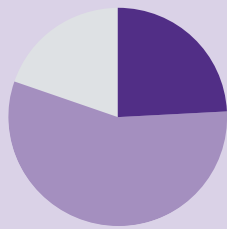
Decision-making Role

Final decision	54.4%
Specify & recommend	30.7%
Influence	12.1%
Play no part	2.8%



Stage of the Buying Cycle

Buying / Implementing	23.6%
Seeing what is new in the marketplace	54.7%
Investigating suppliers	19.0%



Top 10 Interest areas

Dietary/food supplements	33.8%
Digestive health	42.9%
Energy products	39.1%
Female health	39.7%
Fish oils	37%
Functional foods	42.1%
Herbal supplements	47.7%
Probiotics	37.3%
Vitamin supplements	44.8%
Weight control products	37%

* Visitors could specify more than one choice

Key stats

Visitors

57% of visitors came to FPE to find or buy a specific product or service

43% of visitors decided on a new supplier at the exhibition

63% of visitors asked for a quote at FPE

58% of visitors arranged to do business with a supplier they had never previously used

The visitors marked the show on meeting their objectives as **8.3/10**

Exhibitions were voted the **best medium** over direct mail, advertising and a visit from a sales rep as a means of helping you decide to buy a new product

Exhibitors

83% of exhibitors were at FPE to look for a new distributor for their products

85% of exhibitors at FPE rated the number and quality of visitor as good to excellent

91% of exhibitors met their objectives at FPE

94% of exhibitors rated the quality of visitors as good or better

91% of exhibitors stated they were likely to be exhibiting at FPE 2008



More than just an exhibition

“Distributors wanted”

Even before the show opens we give our visitors the chance to contact exhibitors by allowing them to join our “Distributors Wanted” scheme. The service is free of charge for visitors and allows them to explore potential partners that they can meet at the exhibition. This scheme is exclusively available to exhibitors at FPE!



FPE Tasting Bar

The Functional Drinks Tasting Bar launched at the 2007 show was an extremely popular feature at the show with 100s of visitors congregating to try out the latest innovations in the functional drinks market. Some of the health drinks that visitors to the exhibition could taste included a Balance-Active-Omega 3 Soy- Drink, Source of Life Daily Blast™ Energy Elixir®, a Youth Cocktail, an Aloe Vera Health drink and Natural Synergy Drinks (aloe & pomegranate). Such was the success of the Bar we are planning to launch a Functional Food area.



New Products Zone

Found in the registration area, this is the first port of call for visitors when they come to the exhibition. It allows them to see all the new products and innovations in the industry and acts as a guide for their overall visit. Placing your new products in the showcase is free of charge and will be a perfect opportunity to get visitors aware of your company before they have entered the exhibition.



World Class Marketing & Communications Campaign

An integrated international marketing campaign across all media, including direct mail, online and digital marketing, industry partnerships with the leading associations and trade press. Creative advertising and cutting edge PR will focus on delivering the people that you want to see!



Book your stand now!

Ensure you have the right package to suit your company's needs by contacting us and advising us of your requirements.

Stand Packages*

Space only – €386 per m²
(minimum 18m²)

As its name suggests, exhibitors provide their own stand furniture and fittings.

Basic shell – €499 per m²
(minimum 9m²)

Includes space, white walls, black carpet, name board, stand number and lighting.

Furniture Packages*

Package 1 – €550

1 x table (white), 4 x chairs (black), 1 x lockable cupboard (white), 1 x literature rack, 1 x coat stand, 1 x waste bin



Package 2 – €825

1 x table (white), 4 x chairs (black), 1 x lockable cupboard (white), 1 x literature rack, 3 x lounge chairs (black), 1 x coffee table, 1 x coat stand, 1 x waste bin



* All prices are quoted in Euros exclusive of VAT. Swiss VAT is charged at 7.6%. Furniture is not included in the shell scheme packages. Please contact us to discuss your furniture needs.

For more information or advice on taking space at Finished Products Expo please contact a member of the sales team on T +44 (0) 20 7017 7019 or E finishedproductsexpo@iirx.co.uk.

Which companies will you meet at the Finished Products Expo? Don't miss them in 2008!

ACRAF
Amitalia
Biomedica Pharma Produkte GmbH
Cranberry Health Ltd
Districhimie SA
EBSA S.A
Ernest Jackson
General Healthcare Ltd
GNLD INTE
G.T.C s.r.l
Hypocal Pharma
KUK Romania SRL
La Strega SRL
Merck Selbstmedikation GmbH
Mishima Trading Company

Mitsubishi International GmbH
Nestlé Proteika
Novelty Pharma SA
Nutrico
Omega Pharma Corporate
Pharmanutra SRL
Sanofi-Aventis
Serinat Distribucions S.L
Sumitomo France SAS
Swissphar AG
Tesco Stores
Valosun
Vital Body & Soul
Welding GmbH & Co KG
Wyeth Consumer Healthcare Spa

Venue, Travel and Accommodation

With an international airport, a link to Geneva's main railway station and direct access to Europe's north-south motorway system, Geneva's excellent transport infrastructure makes it easy for visitors and exhibitors from around the globe to attend.

KUONI DESTINATION MANAGEMENT

Kuoni Travel Ltd. Destination Management is the official booking agent for anyone who wants to organise accommodation in Geneva. To make hotel bookings, please contact:

Kuoni Travel Ltd. Destination Management
Geneva Business Center, Av. des Morgines 12,
CH-1213 Petit-Lancy, Switzerland

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Register your interest today!

Fax this form back to the sales team on +44 (0) 20 7017 7818 immediately to avoid disappointment

I am interested in <input type="checkbox"/> Exhibiting <input type="checkbox"/> Sponsoring		Please indicate your preferred stand size _____ m ² (Indicating your preferred stand size places you under no obligation to take that size.)	
Title (Mr, Mrs, Ms, Miss, Dr, Prof)		First name	
Family name		Job title	
Company name			
Address			
		Country	Postcode
Email			
Telephone		Fax	
Products / Services to be exhibited			