



History of success:
Secure your
stand **NOW!**

Successful, Dedicated and Focused Free From Food Expo

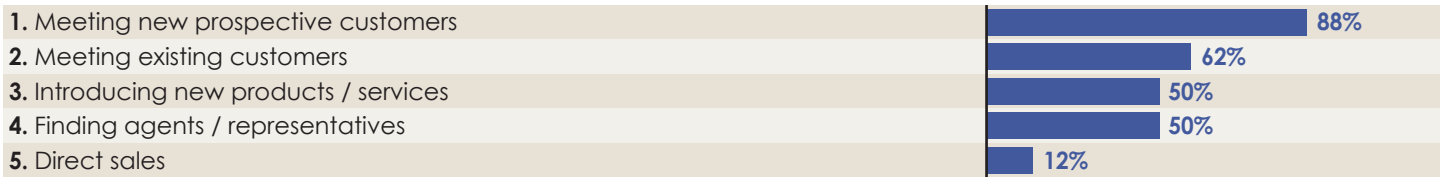
4-5 JUNE 2015 – BARCELONA – SPAIN

Welcome to the 3rd edition of Europe's **ONLY** trade event
for free-from.

The trade expo and conference attracted last edition a very high
quality buying audience from retail, bio and food service/ catering
(visitors from 34 different countries)!

Exhibitor profile

What was the main reason for exhibiting?



93% succeeded in achieving their primary reason
for exhibiting

83% mentioned it was a right decision and feel
positive about their participation

86% are planning to exhibit (most probably) again

84% rated the quality of the visitors as good or
very good



"Really good show"
Molino di Ferro

"Excellent"
Cibotec Food Ingredients

"Very well organised
event with good quality visitors"
GF Foods UK

Free From Food Expo 4-5 June 2015 - Barcelona, Spain

Free From Food / Food Ingredients

Venue: Gran Vía, Hall 1, Barcelona, Spain
Organiser: Expo Communications BV

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www.freefromfoodexpo.com

www.freefromfoodingredients.com



3-4 JUNE 2014
Brussels, Belgium



Facts & Figures



Free From Food/ Ingredients is Europe's most renowned free-from food and beverage exhibition. It serves as a bridge between free-from food manufacturers and suppliers of free-from food products on the one hand and buyers from Europe's top retailers, r&d, food service, bio, health and other free-from distribution channels on the other.

Free From Food/ Ingredients is the ideal networking platform where visitors and exhibitors meet high quality business con-

facts. As well as closing excellent business deals, the show offers the perfect opportunity to find out about the latest market

developments and free-from trends. The second edition was held from Tuesday 3 to Wednesday 4 June 2014 in Brussels Expo. The event is held every year and rotates between European capitals attracting trade visitors only. The most important facts and figures related to Free From Food / Ingredients 2014 are included in this event report.

Market Research/ source: The information in this report is based on surveys among exhibitors and visitors generated by N200 and Expo Communications BV.

Visitor profile

Free From Food/ Ingredients 2014 welcomed 1536 trade visitors. The exhibition attracted European buyers from retail, food service, bio and health companies with a focus solely on free-from food, of whom 36% were directors and 76% decision makers.

Countries of Origin:

Austria	Georgia	Luxembourg	South Africa
Belgium	Germany	Malta	Spain
Brazil	Greece	Morocco	Sweden
Bulgaria	Hungary	Netherlands	Switzerland
Curaçao	Ireland	Poland	United Arab Emirates
Denmark	Israel	Portugal	United Kingdom
Estonia	Italy	Qatar	USA
Finland	Japan	Romania	
France	Lebanon	Saudi Arabia	

National 38% - International 62% / Europe 68% - Outside Europe 32% / 58% of the visitors are from the retail sector / 26% of the visitors were food manufacturers.

What was the main reason for you to visit FFF/FFi 2014?



85% of the visitors achieved all or part of their main reasons to visit

79% of the visitors are planning to visit FFF/FFi again in 2015

Visitor campaign

FFF/FFi 2014 was supported by an extensive European online/print/DM media campaign including website bannering, e-mailings, distribution of free invitation cards and advertisements in all leading European trade magazines.