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| **FIC2019----  Writing a new chapter for Food Ingredients Industry** |
| The highly-expected event in food additives and ingredients---Food Ingredients China 2019---will be taken place from 18 to 20 in March in National Exhibition and Convention Center in Shanghai. Comparied with the past editons, there are 5 areas that is NEW at FIC 2019.  **New Height---Releasing great energy of the industry**   After 40-year growth since Reform and Development in China, as a fundation of food industry, food additives and ingredients industry has experienced a rapid growth.The upgrading and innovation of plant extract and natural and organic food innovation have both promoted the grand exploration of upstream and downstream industrial chains. FIC 2019 will build a public platform for product display, mutual communication and strengthening cooperation to talk about future direction and search for new development opportunity for companies.  **New breakthrough---Rapid development on plant extract and natural food industry**  FIC 2019 will open up a new hall for plant extract and healthy food in Hall 4.1 to follow up the new trend and also make it easier for visiting.  **New Technology---Leading the future** During FIC 2019, over 40 technical seminars will be held by exhibiting companies to release new product and share new openions and technologies with visitors.  Also 3 themed academican conferences will be held by organizer to discuss the latest technology and innovation and as before, top professers in the industry will be invited to give speeches on hot topcis from sustainable development to brand innovation.    **New experience---Exhibiting zone seperation more convenient**  There are 5 professional exhibiting zones at FIC 2019 to make it easy for visiting. Over 1400 exhibitors are seperated in 5 pavilions including interntional pavilion, plant extract and functional food zone, domestic comprehensive pavilion, flavor and fragrance zone, equipment and machinery zone, which will make FIC 2019 a all-in-one platform for purchasing, learning information, searching for product solutions,etc.  **New Hope---Strong market demand and space booking requirment**  The total space of FIC2019 grows more than 10% of that of FIC 2018 and both the exhibiting space and number of exhibitors increase.  **Let’s welcome a more splendid FIC altogether!** |