

## Food ingredients South America promotes the largest innovation journey in the food industry in Latin America

*The 2022 edition of FiSA, which takes place in August and October, will have several attractions to connect the food ingredients market to the innovation of the food and beverage industry. Registration is open.*

**São Paulo, May 2022** - Food ingredients South America (FiSA), Latin America's largest platform for connecting experts in food ingredient product development and the food and beverage industry, will be a journey of events. In 2022, the meeting has a “figital” proposal, that is, it combines face-to-face with digital and offers a complete experience of content and business in the pavilion, with virtual complements. To date, more than one hundred exhibiting companies and about 700 ingredient brands, which are references in the sector, have been confirmed.

“In the last two years, we have done our events online and managed to maintain the quality and relevance of FiSA to the market. With our learnings, we created an unprecedented concept, and our visitors and congress attendees will have access to a unique experience in the pavilion, with face-to-face networking, and access to on-demand content, on a customized platform, ”says Diane Coelho, FiSA Business Manager.

In this edition, the news are the 30-minute **Plant-Based Experience** talks, in which chefs are invited to demonstrate and experts talk about the main trend in the sector, which is vegetable-based food; and the scientific congresses **Summit of Nutrition and Health Professional**, with presentations from some of the main national and international names of health and nutrition.

In addition, the already established attractions continue in the pavilion. In the **Innovation Tour**, visitors will be able to take a guided tour of the fair and will have first-hand access to the great news of the pavilion; in the **Tasting Experience** area, exhibitors will offer samples of ingredients; and in the **New Product Zone** space, visitors will see futuristic prototypes of the main trends of the food industry.

In addition, FiSA offers six great experiences for visitors. The **Warm Up** is scheduled to take place between August 2 and 4. The **FiSA Summit Future of Nutrition** and the **Health Professional Summit** take place between August 9 and 11. In October, the **FiSA Xperience Trends To Watch** and the **FiSA Xperience Suppliers’ Day** take place on the 19th and 20th, respectively. To close the event journey, the **Fi Innovation Awards 22** and the **Startup Innovation Challenge** on the same dates in October.

**Check it out:**

[Warm Up](#)

An online immersion with content, webinars, debates and thematic rooms focused on innovative businesses, to inspire leaders to use research and development to transform the ingredient industry.

Sign up for free by clicking [here!](#)

### **[FiSA Summit Future of Nutrition](#)**

FiSA's most traditional attraction offers live and on-demand content, contacts and connections, with the purpose of presenting new concepts for the food development process and proposing the discussion of reducing the knowledge gap between science and the final consumer.

### **[Trends To Watch](#)**

In addition to the need to resume the growth of the sector, it is necessary to change paradigms and build a new future. In this future, companies are ahead of the responsibility for the world around them. This means broadening our definition of value to include people's prosperity, impact on the environment, social inclusion, among other urgent topics.

The event takes place within the FiSA Xperience Platform, an intelligent and pioneering tool for the ingredient sector, which supports the ingredient specialist in his connection with the core of innovation in the industries.

[Subscriptions](#) are now open!

### **[Suppliers' Day](#)**

Connect with food and beverage professionals from other countries who are looking for new solutions led by Brazil, want to understand how to overcome regulatory barriers for import and application, want to exchange experiences and connect with ingredient professionals who can help them on this journey.

[Subscriptions](#) are now open!

### **[Fi Innovation Awards 22](#) and [Startup Innovation Challenge](#)**

The most traditional innovation awards in the industry, the Fi Innovation Awards and the StartUp Innovation Challenge encourage and recognize manufacturers of

ingredients, foods and beverages for the innovations brought not only to the industry, but also to the end consumer.

The award has a panel of judges formed by C-Level professionals and specialized researchers.

### **Food ingredients South America 2022**

**Dates:** 1 August 9-11

**Location:** São Paulo Expo (Rodovia dos Imigrantes, km 1,5 – Vila Água Funda – São Paulo, SP)

**More information, accreditation and registration:** click [here](#).

### **About FiSA**

Food ingredients South America, the most traditional innovation platform in the food industry in Latin America, offers a series of face-to-face and digital events to connect leaders and generate business. The connections made at this meeting are responsible for the development of products that are part of the transformation of the lives of thousands of consumers in the world.

FiSA adopts the digital concept, that is, it integrates its attractions between the physical and digital world, with live content and made available on a platform on demand, to offer congressmen, visitors and exhibitors more opportunities and greater flexibility.

### **About Fi Global**

Food ingredients Global was launched in Utrecht, The Netherlands, in 1986. Its portfolio of live events, extensive data, digital solutions and high-level conferences is now established throughout the world and provides regional and global platforms for all stakeholders in the food ingredients industry. Over 500,000 people have attended our shows over the years, with billions of Euros worth of business created as a result. With more than 30 years of excellence, the events, digital solutions and supporting products deliver a proven route to market, with a truly global audience. Since 2018, Food ingredients Global has been part of the Informa Markets portfolio. For more information, please visit: [www.figlobal.com](http://www.figlobal.com).

### **Press information:**

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