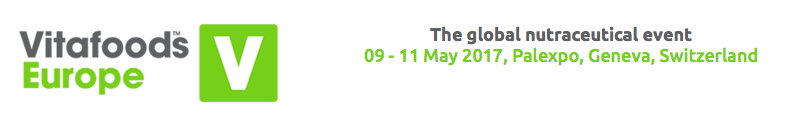
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**PRESS RELEASE**

**‘Have it your way’ – Vitafoods Europe 2017 will   
deliver new tailored Education Programme**

***For immediate release: 9 December 2016***

Vitafoods Europe, the global nutraceutical event, has announced a major shake-up of its Education Programme, which will enable delegates to tailor their experience to their own business objectives.

In 2017, delegates will be given the opportunity to pick and choose from three distinct platforms and a range of topic-specific sessions, allowing them to benefit from the content that is most relevant to them.

The changes are based on feedback from the 2016 event, which was the biggest and busiest ever, with 17,666 visitors and over 900 exhibitors. Many of those who attended the Vitafoods Europe Conference said they found the experience highly valuable but wanted more flexibility in the programme so they had more time to attend other educational events, as well as the main exhibition and meetings. In addition, they said they were keen to take part in more targeted sessions aligned with their particular job function and areas of interest.

As a result, in 2017, Vitafoods Europe’s new Education Programme will be separated into three streams, as follows:

* **Vitafoods R&D Forums –** Developed for visitors with an interest in obtaining high-level technical knowledge of science and R&D for the purpose of substantiated product development, there will be seven half-day Vitafoods R&D Forums showcasing the latest in applied nutrition science. Each of the sessions will be dedicated to a particular ingredient: Omega-3, plant sterols, polyphenols, vitamins, dietary fibres, protein and ingredients from India. The forums will provide a focus on documented ingredient benefits and applications for product development through a prism of clinical trials, observational studies and EU projects, and will be delivered by some of the world’s leading experts in the seven fields.

***A call for papers*** for the seven R&D Forums has been issued, with participants invited to submit for consideration an 800-word Industry Success Story that highlights relevant ingredient applications for market success. Only one speaker per category will be chosen to deliver a paper but, for the first time, all accepted abstracts will be published on [www.vitafoodsinsights.com](http://www.vitafoodsinsights.com), offering valuable exposure to everybody who contributes.

* **Vitafoods Business Workshops** – Presenting best practice for business growth, market access and streamlined supply chains, four half-day Vitafoods Business Workshops will each focus on a different topic – regulation, market trends, marketing and botanicals. Developed for management and senior-level professionals in sales and marketing roles, the sessions will provide unique and in-depth insights to help delegates identify the space for innovation, de-code the route to lasting consumer engagement, and increase their knowledge and expertise in the areas of successful ingredient registration and market access.
* **The Vitafoods Summit –** Focusing on probiotics, the full-day Vitafoods Summit will take place on the first day of Vitafoods Europe (9 May 2017). Specifically dedicated to exploring the current market, regulatory restrictions and the latest developments in R&D within probiotics, the Vitafoods Probiotics Summit will place particular emphasis on identifying gaps in knowledge and research and identifying opportunities for innovation and growth.

Taking place from 9 to 11 May 2017 at Palexpo in Geneva, the next Vitafoods Europe will once again be the essential event for everyone involved in the global nutrition industry.

Chris Lee, Vitafoods Portfolio Director at Informa Exhibitions, said: “We know how important it is that time spent out of the office is productive. That’s why we’ve decided to give visitors to Vitafoods Europe 2017 more freedom and flexibility in terms of how they engage with our Educational Programme. The new format will make it even easier for everyone to manage their time as effectively as possible.”

He added: “Every visitor is different, and the new Vitafoods Europe Education Programme will deliver targeted, high-value content focused on individual needs. There will be something for everyone – whether it’s information about business regulation, up-to-date market insights, or the latest cutting edge scientific research. It means that when you come to Vitafoods Europe 2017, you really can have it your way.”

**ENDS**

**For more information, please contact:**

**Steve Harman, Ingredient Communications**

**Email: steve@ingredientcommunications.com**

**Tel: +44 (0) 1293 886444** | **+44 (0) 7494 307911**

**About Vitafoods Europe**

Vitafoods Europe is the global nutraceutical event, featuring exhibitors from all over the world in four key market areas: ingredients & raw materials; finished products; contract manufacturers & private label; and services & equipment. The show offers a range of visitor attractions, including an industry-leading conference programme.

Vitafoods Europe is part of Informa Exhibitions’ Global Health & Nutrition Network (GHNN), which brings together a portfolio of events, digital media and publishing for marketers, manufacturers and formulators of nutrition and dietary supplements, healthy foods/beverages and personal care products. GHNN’s events include: Vitafoods Europe, Vitafoods Asia, SupplySide West and Ingredient Marketplace. Natural Products INSIDER is the global media brand covering healthy ingredients and finished applications. Vitafoods Insights offers premium online content and a series of topic-specific digital magazines that bring highlights of the Vitafoods events to a global audience. For more information, visit [www.informaglobalhealth.com](http://www.informaglobalhealth.com/).

Informa’s Global Exhibitions Division organises transaction-oriented exhibitions and trade shows, which provide buyers and sellers across different industries and communities with a powerful platform to meet face-to-face, build relationships and conduct business. Informa has a portfolio of more than 150 exhibitions, serving a number of core verticals, including Health & Nutrition, Beauty, Property & Construction and Pop Culture.