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AsiaWorld-Expo – The venue of choice for long-term growth in Asia



As the world's foremost event for nutraceuticals, functional foods and beverages, dietary supplements and nutricosmetics, Vitafoods has established itself as a global leader in this fast-growing market. To capitalise on the Asia-Pacific region's strong economic growth, Vitafoods chose AsiaWorld-Expo for the debut of its Asia-specific event in 2011. This inaugural fair, Vitafoods Asia, made full use of the venue's strategic location to attract significant numbers of exhibitors and visitors from Asia's top markets. Building on this success, the event has already confirmed its return to AsiaWorld-Expo for an even bigger fair in 2012.

The gateway to China

Located in the heart of China's economically-vibrant Pearl River Delta region, AsiaWorld-Expo offers Vitafoods Asia an enviable blend of first-class facilities and services with accessibility to China that is second to none. Seamless integration with Hong Kong International Airport further ensures that every other market in Asia is also within easy reach.

"With its strategic location, AsiaWorld-Expo was the definitive choice for our inaugural Vitafoods Asia 2011 as well as for exhibitors and buyers wanting greater exposure to the fast-growing China and Asia market," said Mr. Chris Lee, Event Director of Informa Exhibitions, organiser of Vitafoods Asia 2011.

Looking ahead, the venue's strategic advantage is set to become even stronger with the Chinese Government launching an ambitious new programme of infrastructure development on AsiaWorld-Expo's doorstep that will further enhance the region's economy and create an even more dynamic platform for international trade.



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A world of opportunities for exhibitors

The accessibility and reputation of AsiaWorld-Expo ensured that Vitafoods Asia 2011 attracted excellent visitor numbers while also enabling exhibitors to meet the right buyers from the right markets. Visitors from China naturally represented a significant percentage of these visitors, but the event also successfully attracted many high-quality buyers from right across the Asia-Pacific region.

“The location of this regional fair was good and served as an effective platform not only for reaching the China market, but also for attracting buyers from New Zealand, Australia, Malaysia and South Korea,” said Mr. Philippe Leray, Export Director of Plantex Science & Nature, France. “The quality of the average visitor was superb and their profiles were very satisfactory.”

“Visitors’ profiles were well matched to what we were looking for,” agreed Ms. Aurelie De Schuyteneer, Marketing Manager of PYC Laboratoire, France. “The China market is getting more and more important and we found this fair a good way to reach the right targets.”



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A superb experience for visitors

For any event to be a success, it's vital for the visitor experience to be a positive one – and this is even more important for a debut show that needs to create a good first impression. Vitafoods Asia 2011 passed this test with flying colours thanks to its excellent mix of high quality exhibitors and the world-class facilities of AsiaWorld-Expo. The massive scalability of AsiaWorld-Expo also ensures it can easily accommodate the event's long-term growth without compromising on quality or visitor comfort.

“This was the first time I've visited a Vitafood fair,” said Mr. Jose S. Romana, Division Vice-President of Unilab Consumer Health, Philippines. “The Asia debut version featured over 100 exhibitors, which was very helpful for me in sourcing quality exhibitors. The location of AsiaWorld-Expo was also very convenient, just a minute from Hong Kong International Airport. This easy accessibility not only made AsiaWorld-Expo the ideal venue for buyers from APAC markets, but also a very nice experience for global visitors. I am looking forward to an expanded version and will definitely come back again.”

“The fair was well-organised and I found it easy to make good contacts there,” added Mr. Darren Hammond, Representative from Goods-2-Market, United States. “This Asian version particularly enabled me to reach out to more Asian suppliers including in China, Singapore and Japan. I will join the next edition and expect the show to grow from strength to strength.”

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The debut of Vitafoods Asia was proved a hit at AsiaWorld-Expo with more than 125 exhibitors in attendance and attracted top professionals of the industry from over 40 different countries.

Speaking of the show's success, Event Director Chris Lee commented: "We're delighted the event was received so well by both the visitors and the exhibitors. The visitors came from throughout Asia to meet and conduct business with the key global suppliers in this sector."

A spokesperson from Chr Hansen, said: "The Event had so many good visitors from South East Asia."

As a highly successful debut event, Vitafoods Asia 2011 is a perfect example of how AsiaWorld-Expo can help event organisers enter the world's most vibrant business markets. The wealth of positive feedback from exhibitors and visitors alike is further confirmation of the venue's unique capabilities and strengths. With its strategic location at the heart of exciting new regional developments, AsiaWorld-Expo is the natural choice for debut events that want to achieve sustainable, long-term growth.



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