


TRADE SHOW OPPORTUNITY



# HI EUROPE

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**The Show:**



Health Ingredients Europe is the only exhibition and conference in Europe this year dedicated solely to the health food ingredients industry. As the health, organic and functional foods markets are taking off across Europe, this three-day event offers a platform for suppliers to exchange ideas, discuss new developments and sell products.

**Location:**

Amsterdam, Netherlands



**Dates:**

Nov. 16-18, 2004

**Deadline:**

Sept. 30, 2004

**The Market:**

Worldwide demand for health and natural foods, diet foods and food supplements has triggered an explosion of demand for natural aromas, colorings, spices, plant extracts, vitamins and minerals, as well as fat and sugar substitutes. In addition, the worldwide call for organic and functional foods has fueled the demand for health and organic food ingredients among European product manufacturers.

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