
Notice of Food & Beverage Innovation Forum & Food Show (FBIF2016)

Dear Colleagues and Partners,

This year is the first year of China's 13th Five-Year Plan. It's also a crucial year for food enterprises to transform and upgrade, improve quality and efficiency. At the background of "New Normal", food companies are facing great challenges and opportunities. To find solutions to current contradictions and problems, it's vital to take the right development direction and strategic points under the new situation. **Food and Beverage Innovation & Food Show (FBIF2016)**, hosted by Simba Events will be held on April 20th, 2016 to April 22nd, 2016. The theme of the forum is "Transforming amid Slowing Market".

FBIF2016, the most influential conference in Asia-Pacific region in F&B industry, is to lead the innovation trend! It focus on topics like new product innovation trend, Industry 4.0, Mobile Marketing and packaging design innovation etc.. Many delegates will present at this forum, including senior executives from PepsiCo, Coca Cola, Mondelez, Unilever, Wrigley, Bosch Rexroth AG, HP, Mars, COFCO, Mengniu, Want Want China, prestigious scholars and experts, delegates of main stream media and industry media etc.. Jiangnan University will join FBIF2016 as the strategic partner. Related matters are hereby notified as follows. For further information, please visit the event official website:

<http://www.foodforum.cn/en/index.aspx>

Event Date & Venue

Date: April 20th, 2016-April 22nd, 2016

Venue: 1116 West Yan An Road, Shanghai 200052, P.R.China

FBIF2016 at a Glance

General Meeting (Day one, April 20, 2016)

- Opportunities and Challenges of Food Production in the age of Industrial 4.0
- Global R&D Innovation Trends on Food and Beverage

- How Can We Succeed in Marketing in a Value-driven Marketing Era

- New Business Environment and New Marketing Strategies

Sub-Forum A: Products Innovation (Day Two, April 21-22, 2016)

- Sweets & Savory Snacks (Chocolate, Protein snacks)

- Beverage Session (Plant Protein, Gas Water, Cider, Plant Water)

- Dairy & Infant Food (Probiotic, Sports Nutrition, Value-added Milks, Soy Protein)

- Food Show (Innovative food and beverage tasting to trace the essence of innovation)

Sub-Forum B: Manufacturing Innovation (Day Two, April 21-22, 2016)

- IOT

- Robotic, Human-Robot Collaboration, automation

- 3D Printing

- Technology & Food Science Development

- Lean & Operational Excellence

- Supply Chain Management

Sub-Forum C: Marketing Innovation (Day Two, April 21-22, 2016)

- M- Marketing (mobile DMP, Cross-screen Tracking)

- AI

- Wearable Devices

- Content Marketing (ROI, Attribution)

- Market Different

Sub-Forum D: Packaging Innovation (Day Two, April 21-22, 2016)

- Material Innovation
- Smart Packaging
- Brand Building and Packaging
- Packaging design showcase of PentaWards

Registration

Registration fee:

Special offer for teachers and Students:¥ 1,800 (not include luncheons, travel and accommodation expenses)

Special offer for companies and associations: ¥4,800(include luncheons and coffee break)

Contact

Contact Person: Bella

Tel: 021-57670513

Mobile: 18217049505

Email: isabella.hsu@simbaevents.cn

About FBIF

About FBIF2016

Agenda: Please find our [agenda](#) at our official website

About FBIF2015 & FBIF2014

Attendee List: Please find our [attendee list for FBIF2015 and FBIF2014](#) via our event website.

Conference Report of FBIF2015, click here: [Drobox](#) | [Baidu Pan](#) passwords : 4sgu