

FBIF2017: Global Innovation, Powering Future

SHANGHAI, CHINA, November 1, 2016 /EINPresswire.com/ -- Gloom still gathers over advanced economies. At the same time, emerging economies see a marked slowdown in growth and pervasive challenges in continuous rising due to political issues and policy factors, among other things. As China's economy enters into a period of "new normal", how can global food industries realize their fullest potential in achieving continuous growth? How do the Millennial generation and the 3rd Tier and 4th Tier Cities in China invigorate the Chinese food industry? What innovations should enterprises bring to the increasingly mature and ever-changing Chinese market?



With the acceleration of urbanization, growth of the middle class, e-commerce is actively developing the 3rd Tier and 4th Tier Cities, the whole consumption groups are becoming younger, also the new Maternal & Baby economy is booming, China's consumer behavior is undergoing subtle changes and further diversification in food consumption. The trend of enhanced consumption is now obvious. Product price is no longer the most crucial factor. The demand for foods that are health conscious by the consumer is increasingly widespread and important. A nutritious and healthy lifestyle has now become the trend of society.

Food & Beverage Innovation Forum 2017 ([FBIF2017](#)) will take place on 19th-21st April 2017 in Shanghai, with the theme of "Global Innovation, Powering Future" to explore how F&B industry to realize the innovative development in the new normal market.

FBIF, as one of the world's most influential food industry events, is committed to providing insight into future trends of this industry for decision makers in the hope of boosting its sound development by showcasing the most successful business cases and innovation-driven thoughts worldwide. In agenda planning, we introduce Functional Food (related with beauty and sports) to the Product Innovation session while keeping Snack Food, Beverage and Dairy innovation unchanged. According to our keen business insight, Functional Food is of great growth potential in the future. In Marketing Innovation, FBIF2017 incorporates Channel and Strategy against the backdrop of E-commerce, indicating a greater focus on brand power in actual business operations. In Packaging Innovation session, this forum attaches more importance to design innovation, and promotes the planning and preparation for the first "Marking Award" on a global scale. This China-based and global-faced award aims to encourage creative design in food and beverage packaging. In addition, we make changes to conference form by lengthening social networking and increasing more enjoyable interactions with our speakers so that you can make more friends during this event.

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