

“

# Hi & Fi Asia-China 2023 Sustainability Report

# Hi & Fi Asia-China

## Overview

Hi & Fi Asia-China is the go-to meeting place for all F&B industry players active in the Chinese food, beverage, and health industries, who come to reconnect with key contacts while making new connections. Our wide range of concurrent events will provide you with access to the entire industry value chain!



12,564  
Visitors



110+  
Countries of  
Visitors



480+  
Exhibitors

# Our Mission

Attaining these aspirations necessitates the unwavering commitment of every brand to not only meet but surpass established Fundamentals in every facet of our business. We take pride in the progress observed in Hi & Fi Asia-China's scores compared to last year's events across Informa Markets, and credit for this achievement is due to each member of the F&B community. Noteworthy highlights from this progress are outlined in this year's Sustainability Report. Our contribution to the industry's sustainable development involves a focus on the positive impact of supply chain transparency and gender equity. We are dedicated to enhancing accessibility to networks and knowledge, fostering well-being, promoting equality, and advocating for respect for all. In our role as event organizers, we persist in reducing waste levels and collaborating towards the goal of eliminating the use of disposable stands by 2025. We remain committed to supporting the continued development of the global F&B community, and invite you to be a part of the journey toward a more sustainable future.



# Our Goals

Our Sustainability Initiative includes a focus on the sustainable development-related features of the food and beverage industry that our team has been working on for several years. We aim to extend all levels of sustainable development of the exhibition and voice sustainable development as efficiently as possible by utilizing the advantages of the Fi series exhibition.



## Faster to Zero

- ❑ Powerful initiatives reducing waste and carbon.
- ❑ Interactive communication to let visitors know how to be sustainable at the show



## Impact Multiplier

- ❑ Successful purpose partnership with non-profit organizations.
- ❑ Support the local community and connect the disconnected.



## Creative Sustainability Inside

- ❑ Innovative sustainability inside content embedded in the event.
- ❑ Improving access to our specialist knowledge and investing in our communities.



Asia China



Asia China

# Faster to Zero

In 2023, all lights ordered were energy-efficient LEDs, and the venue was engaged with our objective to be as energy-efficient as possible. Furthermore, significant sustainability communication was included in areas such as the event website, event guide, exhibitor manual, attendee travel, contractor communications, and social media.

## What have we done?

- Achieved reduced carbon and waste at the show.
- Encouraged visitors and partners to reduce carbon and waste.



# Reduce carbon and waste: What we achieved at our show?

- Elimination of printed badges.
- Use of LED lighting to reduce energy consumption.
- All additional lighting external lighting was LED.
- AC is not on during build and breakdown.
- We have reduced the printed board and increased LED signage screens.
- The building materials controlled by the organizers are all reusable.
- Full assessment of disposable stands and have communication of the new waste levy in the rebooking process.
- Carpets recycled after event.
- No paper print.
- All content agendas fully available online.
- This year, our LED advertisements increased a lot.



*Sustainability Corner*



*Sustainability Video*

# Reduce carbon and waste: What we have done to encourage our visitors and partners?

## Visitors

- We have uploaded a checklist (guidance) for visitors to be involved in.
- Communication with attendees includes encouragement to take notes digitally.
- Display screens during the waiting time to remind visitors of the sustainability suggestions at the forums.
- There were fewer promo items sent by any of the event partners to the attendees this year.
- We send out reusable bags & notebooks from the past to our visitors.

## Partners

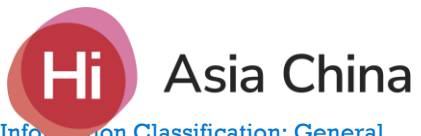
- There were fewer promo items sent by any of the vent partners to the attendees this year. Almost all partners in Hall NH this year only sent out food as promo items.
- We encouraged the partners to provide QR for attendees to scan for more information. most of our partners prepared only 1 board with a QR code and information on it.



*Sustainable Gifts*



*Sustainability Promotion Onsite*





**植物基创新食品大赛中国赛区 一等奖**  
First Prize in Big Idea Food Competition Chinese Edition

出发 FROM:

**上海**  
**SHANGHAI**



到达 TO:

**新加坡**  
**SINGAPORE**

Boarding Time:

航班 FLIGHT:

2023年9月23日 23, September, 2023

植物基创新食品总决赛 Big Idea Food Competition Final

GATE:

主办方 Organ

China  Asia China

第二十四届健康天然原料、食品配料中国展 Hi & Fi Asia-China



Based Food

国际植物基博览会 International Plant-based Food Expo

# Impact Multiplier

For the 2023 event, we tried to reach out and connect with as many partners inside and outside of the restaurant industry such as startups and nonprofits as possible, and we were also mindful of groups like the student population that also needed attention and open opportunities.

## What have we done?

- Offered Business opportunities for startups.
- Explored Interactions with non-profit organizations.
- Connected with local schools and student groups.



# Onsite Interactions with startups and our non-profit organizations



Our judges & startups



Pitching session



Cooking session



Media interview



PBIF Global Plant-Based Industry Conference and Carbon Neutral Forum - *1.5°C InnoLAB Climate Economy Lab*



The Innovation and development in the Alternative protein industry - *GFIC & DaoFoods*



A report they did to understand Chinese Gen Z's attitudes towards sustainable proteins - *ProVeg*

# Free Online Marketing offered for startups and our non-profit organizations



SUPPORTED BY Hi Asia China Fi Asia China simexpo FEAST

Event ended  
**Big Idea Food Competition China Edition**  
 Event by Big Idea Ventures  
 Tue, Jun 20, 2023, 1:00 PM - 5:30 PM (your local time)  
 National Exhibition and Convention Center (Shanghai), No.333 Songze Blvd, Shanghai, CN  
 Event link - <https://www.figlobal.com/china/en/home.html>  
 7 attendees



Big Idea Ventures  
 25,179 followers  
 4mo ·  
 We have less than 1 month till the China Edition of the Big Idea Food Competition (BIFC) and are excited to share the names of the startups who will be competing!  
 ...see more  
 2 reposts



2023植物基食品创新大赛 (中国站)  
 奖项即将花落谁家?

“保健食品与功能性食品研发、申报关键技术”专题研修班发车!

PR Newswire  
 相关关键词: 食品 | 饮品 | 健康护理/医美

首届植物基食品创新大赛 (中国区) 报名正式启动  
 2022-02-24 08:00  
 上海2022年2月24日，上海博华国际展览有限公司与中...  
 PR Newswire



第三届PBIF全球植物基产业大会暨碳中和（公益）论坛  
 主办单位: 上海善导企业管理有限公司、上海博华国际展览有限公司  
 时间: 6月20日 10:00-16:30  
 地点: NH馆室内创新会议区 (展位号: NHC01)  
 主办单位: 上海善导企业管理有限公司 上海博华国际展览有限公司

1.5°C InnoLAB  
 Climate Economy Lab

1.5°C LAB助力企业科创与加速的行动方案  
 陈斌博士  
 联合国可持续发展ESG与碳中和领域专家, 1.5°C InnoLAB气候经济实验室 负责人  
 11:00-11:30  
 生态环境替代性修复在司法实践中的运用  
 康焯  
 北京盈科(上海)律师事务所刑事部主任  
 12:00-13:00



新蛋白行业创新发展论坛  
 —— 食品科技赋能商机  
 6月20日 13:00-16:00  
 NH馆馆内现场论坛区 (展位号: NHAB0)  
 主办单位: 诺天子食品国际公司 诺天子食品 上海博华国际展览有限公司  
 新蛋白行业创新发展论坛  
 此次论坛设计了3大板块: 专业机构行业洞察、代表企业现身说法以及投资风向标圆桌。  
 也会将新蛋白行业三个细分领域进行全面地展示, 此次论坛集齐“史上最豪华嘉宾阵容”, 每个嘉宾15分钟, 快、准、精、抓重点, 谈精髓。  
 论坛设新蛋白好食品... 将有来自10多个新锐品牌的产品供您品鉴; 同时新蛋白创新发展论坛专场交流平台, 与主办方、嘉宾零距离接触。

植物基  
 作为跟消费者最近的新蛋白行业的细分领域, 相当数量的植物基品牌已经在市场上活跃, 那么植物基企业的发展过程有哪些洞察? 这一部分将分别由500强企业 and 一家初创企业代表分享。  
 发酵基  
 从物质转化效率以及商业化角度, 通过发酵获得蛋白被视作新蛋白最具有代表性的新型方式。因此也将是此次论坛



Some free online publicities we and our partners did on LinkedIn, WeChat, and PR Newswire for Start-ups

Some free online publicity for nonprofit organizations in our official WeChat mini program

## Creativity Sustainability Inside

Our Inside Initiative is on promoting sustainability within the food and beverage industry by utilizing our experience and strengths in this area, and we aim to accomplish this by leveraging the Hi & Fi Asia-China exhibition to effectively communicate our commitment.

### What have we done?

- Supported knowledge and technology advances that drive sustainability.
- Enabled our visitors to experience sustainable food choices more intuitively.



# We support knowledge and technology advances that drive sustainability

## Forums related to sustainability



How Sustainability Empowers Plant-Based Diet Change



The 3rd PBIF Global Plant-Based Industry Conference and Carbon Neutral Forum



The Innovation and development in the Alternative protein industry

## The China station of the Big Idea Food Competition for startups in the alternative protein industry



Startups & Judges



Cooking session



Pitching session



Plant-based ice cream



Plant-based meat



Onsite voting

# Our power can have a positive, long-lasting effect on the community.



## Topic:

Exploring the relationship between the global food system and the United Nations Sustainable Development Goals

## Presenter:

Oatly



## Topic:

The college students' survey analysis according to the alternative protein industry

## Presenter:

ProVeg



## Topic:

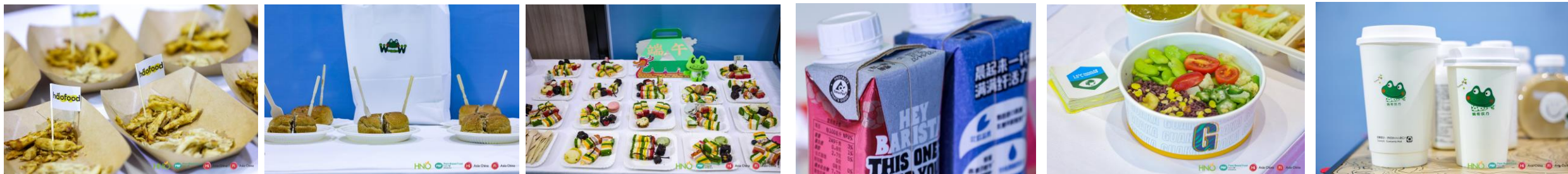
Technological innovation of fermentation process in new protein industry

## Presenter:

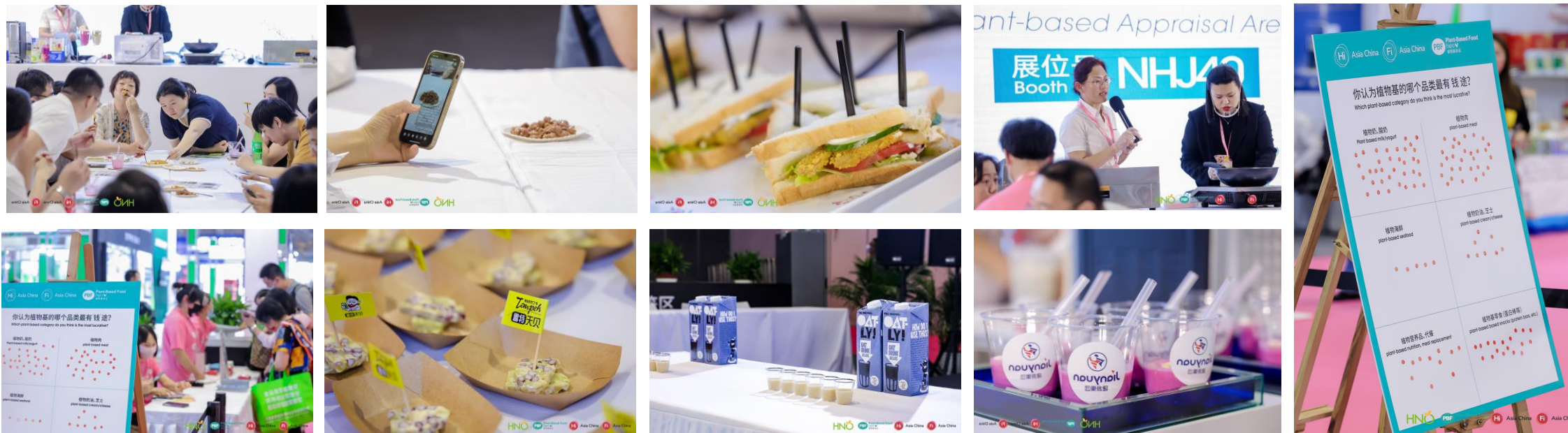
Daofoods

# Engaging visitors with sustainable-related F&B content and activities.

## Healthier food/ beverages sent out to visitors



## Tasting sessions for plant-based brands



“

See you at

Hi & Fi Asia-China 2024!

