



PLANT BASED WORLD EXPO EUROPE

Invitation NL Pavilions – Plant Based World Europe 2023
15 & 16 November, London, UK, ExCel

Discover the Future of Plant-Based

Plant Based World Expo is the must-attend, 100% plant-based event designed exclusively for foodservice and retail professionals, distributors, investors, and manufacturers.

This year Plant Based World Expo is moving to ExCeL London, where you can discover innovative plant-based products, hear from industry leaders and pioneers, and connect with the right people from the trade including retailers, caterers, investors, buyers and distributors.

Who should attend?

- **Retailers and foodservice providers** looking for the latest and greatest plant-based products to meet consumer demand.
- **Companies with new plant-based products** that want to connect with investors or new distribution channels.
- **Buyers and investors** looking for the next big thing in plant-based.
- **Industry professionals** that want to learn more about the rapidly growing plant-based marketplace.

Join the **only 100% plant-based B2B event in Europe** dedicated to connecting plant-based brands with a mainstream audience of retailers, foodservice professionals and investors. The buzz around plant-based foods and products is undeniable and there is a growing number of innovative new brands in the marketplace. Join with like-minded industry professionals to meet the ever-increasing demand for plant-based products and services around the globe!

Are you ready to bring your business to the forefront of the food revolution? The plant-based sector is one of the fastest growing food categories, expected to grow to \$162 billion by 2030 ([Bloomberg report, 2021](#)).

Why Exhibit at Plant Based World?

- Connect with buyers from Retail, Foodservice and Hospitality.
- Launch your new products to a highly engaged audience.
- Build brand awareness with new and existing customers.
- Meet investors and discuss funding opportunities.
- Keep up to date with the latest plant-based innovations.
- Strengthen relationships with your existing buyers.



Additional Benefits

- Take advantage of matchmaking program with key buyers in retail and foodservice
- Opportunities for press coverage building up to the show.
- Tailored marketing tools and support for your team.
- Networking with the industry around the event.
- Leveraging our content platform [Plant Based World Pulse](#) for 365 engagement with buyers

Sounds interesting and promising? So join the **NL Pavilion** organized by **Orange Exhibition Management**. We have 2 blocks at an A-location in the hall. [See hall plan](#).

Participation in the NL Pavilion at Plant Based World Europe 2023

The costs for participation in one of the NL Pavilions are €850,00 (excl. NL VAT) per sqm of exhibition space. Minimum stand is 9 sqm.

The conditions of participation can be found, together with the registration form, in the annex. In order to participate in the exhibition, you must have the registration form fully completed by a person within your organization who acts with power of attorney and is registered with the Chamber of Commerce as authorized to sign. If this is not met, the registration is not valid.

Deadline for application is **Friday 12 May**. Given the limited space, applications will be honored in order of entry and availability of space.

The stand space allocated to you by OEM may also differ from the m2 you have requested.

Please do not hesitate to contact me in case you have any questions. You can contact me on my mobile phone: +31 6 15371456 or cc@orange-management.com

Looking forward to receiving your **APPLICATION** ([link naar Pdf](#)).

Best regards,

Caroline Cramer
Managing Director