



*Press release – Kortrijk Xpo – 30 September 2024*

## The success of Intrafood:24 highlights the event's role as a key Benelux platform for R&D professionals from the food and nutraceutical industries

Intrafood took place last week at Kortrijk Xpo. It was a successful event that attracted a record number of 110 exhibitors in a fully booked Hall 6. A total of 1,149 enthusiastic visitors from all segments of the food industry and nutraceutical sector attended this great biennial meeting. During the two days of the event, visitors found everything they were looking for in terms of raw materials and ingredients, but they also gained plenty of inspiration and information thanks to the top-notch seminar programme and in-depth conversations with exhibitors and colleagues working in the industry.

Intrafood's concept once again proved its worth. The focus on ingredients for everyone involved in R&D and product development guarantees valuable and interesting contacts as well as meaningful networking in an atmospheric setting. Both visitors and exhibitors were pleased with this past 10<sup>th</sup> event. From the first evaluations and conversations held on the show floor, it appears that visitors were extremely happy with their overall experience at Intrafood. As for exhibitors, they particularly valued the quality and intensity of contacts made with the targeted, professional audience.

The two central themes of the seminars were also very much appreciated. Both 'the use of AI in product development' and 'present-day, healthy nutritional concepts featuring natural and sustainable ingredients' clearly appealed to the visitors to the event. In keeping with tradition, agricultural economist Xavier Gellynck, who is also a professor at UGent, opened the seminar programme with some insights into the current prices of raw materials and ingredients, highlighting the impact of various determinants. The large turnout confirmed that this continues to be a hot topic. With further topical themes, interesting case studies and the latest scientific developments, Intrafood again delivered a lot of valuable information and insights.

For the first time, Intrafood also specifically targeted the nutraceutical sector with a whole range of ingredients. The seminar programme also featured several sessions aimed specifically at this target group, e.g. 'The food supplement market in Belgium' by Valerie Vercammen, Managing Director of the trade association Be-Sup. These first steps in this new direction were definitely a success and further similar initiatives can be expected to be rolled out in the future.

Several speakers share their presentations via the website of the trade fair and many seminars can now also be watched online at [www.intrafood.be](http://www.intrafood.be).

The next Intrafood will be held in September 2026 (new date to be announced soon).

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