



SPICES & HERBS GLOBAL EXPO

A professional event for the production chain of aromatic herbs and medicinal plants and for the global trade in herbs and spices



SPICES & HERBS
GLOBAL EXPO

The only trade fair event focusing entirely on cultivation and technologies for the primary processing of medicinal plants and their primary by-products and on **expanding the global market** for spices and herbal raw materials.

A three-day event dedicated to **business** and discussions with sector professionals from all over the world. The exhibition will feature many **side events** with international guests and an exclusive programme of **meetings with international buyers**.

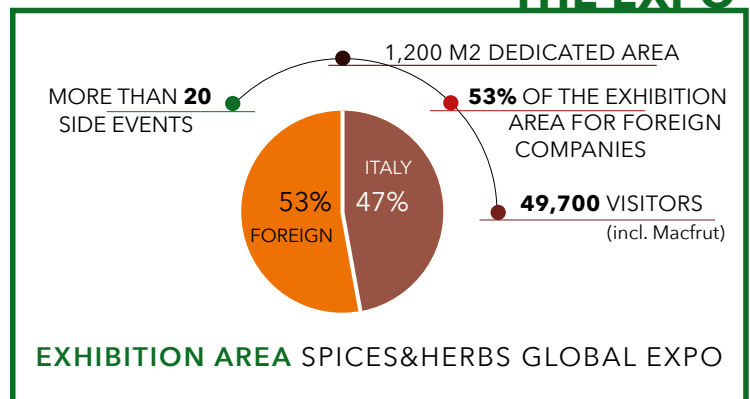
WHO THE EXHIBITION IS AIMED AT

This event aims to be a **B2B meeting point for sector professionals and their customers**: producers, processors, experts, international trade professionals, and industries (food, herbal, cosmetics, pharmaceutical, veterinary, agronomic, etc.) that use active substances extracted from plants as well as other users of raw materials.

The exhibition is intended for anyone - whether producers or users - with a professional interest in the field of medicinal plants and their derived products: it aims to provide the know-how to **initiate new production projects** and give participants the chance to **meet up with producers and distributors** of a large variety of herbs and spices that stand out for their origin and quality.

At the exhibition, **technologies** and **machinery** are well represented among the exhibiting companies. **Processing** provides a major opportunity to enter the market with a product that offers **greater added value** for professionals in the primary supply chain. Medicinal and aromatic plant production is also a field of special interest due to the use of **cutting-edge technologies** (precision agriculture, vertical farming, soilless production techniques, and production in a controlled environment), and in particular for **Biosolutions** producers and many **specialised industries**.

THE EXPO



EXHIBITORS

The trade fair will be attended by exhibitors from the **entire production chain**: agricultural businesses specialising in **cultivation, seed companies, nurserymen, service providers, and technology manufacturers** who operate in a constantly evolving sector.

Specifically, **machinery** manufacturers will showcase equipment for cultivation and primary processing, such as **dryers, extractors, sorting machines, cutting machines**, etc.

Participants will include **international organisations and certification bodies** that certify the harvesting of spontaneous wild plants, along with **research institutes** and **laboratories** that provide companies with a variety of services, including quality analysis and control.



Globally, the spice market is worth 18-20 billion dollars, with an estimated annual growth rate of about +5%

The **import** and **export of spices, raw materials** and **semi-processed materials** will be represented by many **international organisations** from several countries, with the participation of **leading spice** and **medicinal herb trading companies**.

Thanks to the exclusive **Business Matching** platform, which will be **up and running one month before** the event starts, all registered exhibitors will have the chance to actively participate in the programme of **B2B meetings** with registered **international buyers** as well as with other exhibitors.

VISITORS CAN PLAY AN ACTIVE ROLE IN THE EXHIBITION

The interactive activities offered by the **Spices & Herbs Expo** will get visitors involved in a number of **professionally meaningful experiences**. In addition to conferences and round table discussions, demonstration workshops will take place, along with experiential areas where visitors can expand their knowledge of botanical by-products, show cooking sessions, and tastings of natural products.

In the area dedicated to **sensory tests**, conducted with the scientific support of university experts, visitors will be able to find out more about the quality factors of products that can ultimately determine their success on the market.

The **Herbal Factory** dynamic area will feature several practical demonstrations of the drying, conditioning, distillation and extraction processes, which will involve the use of equipment supplied by the exhibitors. This area will also feature operating machinery in order to demonstrate live how they work. It is therefore a comprehensive experience aimed at SMEs, producer organisations and associations that intend to start producing medicinal plants and improve their production processes.



A HIGHLY DYNAMIC SECTOR: THE NUMBERS

Globally, the **spice market** is worth **18-20 billion dollars**, with an estimated annual growth rate of about +5%, and production is also steadily increasing. In addition, the production of dried raw materials is estimated at approximately **1,310,000 tonnes** (TradeMap 2022). **China** and **India** make up 30% of the **market for herbal products**, followed by Egypt, Morocco and Albania (Vasisht K., et al. 2016, data processed by Fippo).

The **European market** produces between 400,000 and 450,000 tonnes of **dried herbs and plants** (NDC 1211) and more than 100,000 tonnes of **essential oils** (NCD 3301)

as raw materials, with a total annual **value of about 4-5 billion euros** (source: ITC/Unctad, data processed by FIPPO) relating to unprocessed raw materials.

In **Italy**, approximately 7,300 hectares are cultivated with medicinal and aromatic herbs for 500 established specialised companies. Italy produces about **4,000 tonnes of medicinal plants** (excluding coriander) and **350 tonnes of essential oils**, mostly made from citrus fruits (bergamot). It also imports at least 40,000 tonnes of medicinal plants and by-products from primary processing, and exports about 26,000 tonnes, most of which have added value. The estimated **production value** of this sector is of approximately 235 million euros, relating only to processed raw materials. If we add to this the export of value-added by-products, the total value can reach **1 billion euros** (Source: Fippo).

WHAT'S NEW IN 2024

- DISCOVERING **EDIBLE FLOWERS**, PRODUCTS SOUGHT AFTER BY THE CATERING INDUSTRY AND CONSUMERS, WHICH ARE ALSO RICH IN HEALTH-PROMOTING PROPERTIES.
- SPECIAL FOCUS ON THE CIRCULAR ECONOMY AT THE FIRST EDITION OF THE '**BOTANICAL BY-PRODUCTS GALLERY**', WHERE HIGHLY INNOVATIVE, FUNCTIONAL PRODUCTS FROM THE AGRICULTURAL SUPPLY CHAIN WILL BE SHOWCASED.
- **11th FIPPO FORUM**: AT THE TRADE FAIR, WITH PROMINENT INTERNATIONAL GUESTS, INCLUDING THE PRESIDENT OF EUROPAM.

TARGET MARKETS AND CONSUMPTION TRENDS

Overall, there are about 35,000 plants with known applications (MPNS data provided by Roy Kew Garden, London, 2022), but many plant species have yet to be studied. The majority of the world's population consumes a large amount of plants, but not only as food. In fact, herbs are widely used in the herbal, cosmetics, pharmaceutical, veterinary and agronomic sectors.



Some of these sectors are experiencing rapid growth as a result of the **rising demand for herbal products and plant-based food supplements**, which have experienced double-digit growth in Europe and the USA over the last few years. Natural cosmetics containing botanical by-products have also become extremely popular in Asia, where their consumption has significantly increased. In advanced countries, more than 70% of patented pharmaceuticals contain plant-based active ingredients, while more than 90% of the world's population tends to use traditional herbal medicine to treat ailments.

But that is not all. In fact, there is also a sharp increase in demand for herbs used in **hot and cold infusions** and as ingredients for innovative beverages. It is also important to mention that herbal products and their derived products are widely used in the agricultural sector to **protect plants against pests and diseases** and to **stimulate their growth**.

The consumption of **spices is also on the rise**, especially in Italy where, in 2022, it reached pre-Covid levels, with **sales volumes** totalling nearly **97 million packs** in a **market worth more than 157 million euros**. Moreover, according to a research conducted by AstraRicerche on behalf of Cannamela, 65.5% of Italians say they add several spices and aromatic herbs to their food. The most commonly used spices are black pepper and saffron, while rosemary, basil and parsley are the most consumed aromatic herbs. The survey also shows that **Asian flavours gained popularity** in 2022: in the next five years, it is likely that Italian pantries will be filled with products such as lemongrass and cardamom, along with turmeric and curry, which are already widely used.



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