

Expression of Interest

Invitation to participate in the 2025 edition of the Vitafoods Europe Trade Show and In-market support, Barcelona, Spain

Caribbean Export extends an invitation to CARIFORUM-based nutraceutical producers to apply for a chance to exhibit at the upcoming Vitafoods Europe 2025 trade show. This premier event is scheduled to take place from 20-22 May at the Fira Barcelona Gran Via in Barcelona, Spain.

Vitafoods Europe is a premier annual event that unites the global nutraceutical community, encompassing the entire supply chain from ingredients and raw materials to finished products and services. Established in 1997, the event has grown significantly, with the 2023 edition welcoming 18,854 attendees and 1,060 exhibitors. The event attracts a diverse international audience and offers a platform to discover the latest innovations, build partnerships, and connect with industry leaders. For more information about Vitafoods Europe please visit <https://www.vitafoods.eu.com/en/home.html>

Noting Europe's vast market potential and the advantageous position provided by the CARIFORUM-EU Economic Partnership Agreement (EPA), Caribbean Export is committed to supporting representatives from CARIFORUM enterprises within the following niches to partake in this prestigious event:

Nutraceutical Products:

- Nutraceuticals are versatile in nature as they are used in numerous industries such as pharmaceuticals, food & beverages, and personal care. Recent innovations and findings of function-specific antioxidants are expected to create new opportunities in this booming sector.
- This category encompasses a wide range of high-quality products including the following:
 - Superfoods & Functional Ingredients – Turmeric, ginger, moringa, hibiscus, coconut derivatives, sea moss, etc.
 - Nutraceutical Ingredients – Botanical extracts, herbal infusions, essential oils.
 - Functional Beverages – Herbal teas, fruit-based elixirs, wellness drinks infused with Caribbean flavors.
 - Healthy Foods, Snacks & Supplements – Energy bars, plant-based protein products, innovative health-focused foods such as root crops and gluten-free flours like breadfruit, plantain etc., snacks.

Caribbean Export will support selected firms with the following:

- Training programs: Caribbean Export will provide in-market support and orientation to successful applicants ahead of the Trade show. This will include a virtual program during March and April 2025, to assist firms in enhancing their EU market penetration or expansion strategy, benefits of

the EU-EPA, market research, logistics and B2B and distributor networks. This will culminate with a 2-day in-person exercise in Barcelona, on 15 and 16 May, ahead of the showcase.

- **Booth Provision:** Participants will be provided with floor space for their booths at the trade show under the Absolutely Caribbean Pavilion.
- **Booth Design and Construction:** Design and construction of individual booths in line with the Absolutely Caribbean brand.
- **Exhibitor Fee:** Cover the cost of the exhibitor fee as a shared exhibitor, valued at Euro 3450 per firm.
- **In market orientation transport** – transport for activities related to the in-market orientation and B2B support.

Total support by Caribbean Export is valued at over EURO 15,000 per firm.

Participants will be responsible for the following:

- **Accommodation:** Each participant is required to independently arrange and finance their stay in Barcelona for the duration of the Vitafoods Europe Trade Show and in-market support. Please note that firms will be expected to arrive in Barcelona by May 14, to allow for participation in the in-market orientation scheduled for May 15 and 16, trade show set up on May 19, and showcase May 20-22.
- **Return Airfare:** Round trip air travel to Barcelona, Spain, to participate in the activity outlined above.
- **Meals:** Participants are responsible for their own meals throughout their time in Barcelona, including at the trade show.
- **Ground Transportation:** All transportation within Barcelona, including travel to and from the airport, and from the hotel to the trade show venue, and any other local travel.
- **Branded Material:** Individual company marketing material such as brochures, product lists etc.
- **Other Associated Expenses:** Any additional costs incurred during the trip, including the cost of shipment of samples, where applicable.

Eligibility Requirements

To be considered for participation in the Vitafoods Europe trade show, firms must meet a set of eligibility criteria to leverage this opportunity.

- **Registered and Operating in a CARIFORUM Country:** The company must be officially registered and actively conducting business within one of the CARIFORUM member states.
- **Minimum Operational Period:** The business should be operational for at least two years.
- **Export Experience:** Companies must demonstrate a history of exporting to international markets, with exports to the EU being an advantage.
- **Compliance with Technical Standards:** Firms must hold or demonstrate compliance with technical standards such as HACCP (Hazard Analysis Critical Control Point), FSMA (Food Safety Modernization Act), ISO22000 (Food Safety Management), EU Organic Certification or equivalent standards relevant to their industry.

- **Capacity to Meet Export Orders:** Companies must possess the operational capacity to fulfill orders that may result from their participation in the trade show and in market B2B exercise.
- **Sign a Participant Agreement:** Firms commit to attend the show as per the conditions outlined above. Participants will also be required to submit a report within 2 weeks on the conclusion of the show, and will participate in our Monitoring and Evaluation exercise, for a period of 18 months, at 6-month intervals.

The Application Process

The application process for firms interested in participating in the Vitafoods Europe trade show and in-market support is as follows:

1: [Complete and submit the application form below](#)

Vitafoods Europe Application Form

2: Submit a 3–5-minute video answering the following questions:

- Provide a brief description of your company.
- What is your motivation for attending the Trade show and in market support activity?
- What do you hope to achieve?

Please submit the video link to vitafoods2025@carib-export.com and copied to technicalprogrammes@carib-export.com and ensure both email addresses have full access to the content.

Applications must be submitted by 23:59 AST Monday 17 February 2025.

Following Caribbean Export’s evaluation, shortlisted participants may be asked to complete Caribbean Export’s Diagnostic Tool Assessment.

Successful firms will be notified of their selection no later than **28 February 2025**.

Selected firms will need to provide proof of confirmed accommodation and airfare by 31 March 2025.

Please note that submission of an application does not guarantee participation. **Incomplete applications will not be considered.**

The information provided will be held in strict confidence and will be used to facilitate the review and selection process, arrange relevant business meetings and assist in our Monitoring & Evaluation activities.

For enquiries, please email vitafoods2025@carib-export.com.