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FICCI Organising CEO’s session on Future of Nutrition Webinar series on Exploring the Health and Wellness benefits in the Food Ingredients ecosystem

These webinars will also explore innovation and R&D happening in the ingredients & food products space, emerging trends and opportunities and growing recognition for this new product category   The Federation of Indian Chambers of Commerce and Indust

By **Manbeena Chawla** | September 7, 2020



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The Federation of Indian Chambers of Commerce and Industry (FICCI) is organizing a webinar on “Exploring the Health and Wellness benefits in the Food Ingredients ecosystem” on 8th September, under its Centre for Nutritional Excellence with the objective to :

- Explore the avenues that food ingredients can provide to population to strengthen the health and wellness aspects.
- Synergy between ingredients, food products and healthy products

As we all recognize, world is facing a severe and acute public health emergency due to the ongoing COVID-19 global pandemic. Governments across the world are undertaking all preventive and restrictive measures to combat this pandemic. As per the existing evidence, its distinctly highlighted that health and immunity has a profound effect on people’s disease susceptibility.

Realizing the importance of health and immunity, the change in dietary patterns during the outbreak of COVID-19 was observed among the population which could also be driven by the fear and anxiety many people around the globe are experiencing. Consumers are more focused on the products with nutritional aspects which could help in boosting immunity.

In the current scenario, there are plenty of food products available for consumers in the market which are nutritious as well as flavorsome. There has always been a very close synergy between food ingredients and end food products however the current crisis has got ingredients in focus for the pivotal role they play.

Looking towards the overall scenario, FICCI is organizing a webinar series which will not only help us to explore the domain of food ingredients but will also help stakeholders understand the benefits of food ingredients in making of food product flavorful & nutritious.

These webinars will also explore innovation and R&D happening in the ingredients & food products space, emerging trends and opportunities and growing recognition for this new product category. All these webinars will have representatives from Development organisations, Nutritionist & Public Health Experts, Ingredients and end food products companies, startups as well representatives from government.

For registration please visit: https://lnkd.in/dfSJyhB

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