



## **New Food Invest: New event to accelerate Asia's alternative protein market growth**

*Berlin/Lausanne (31 January 2023)*

The *third edition* of [New Food Invest](#) takes place on **15 February 2023** and will focus on the Asian Markets.

The event will bring together international plant-based and cultivated-food businesses, investors, and venture capitalists in order to accelerate the growth of these sectors.

Co-hosted by ProVeg International, and business networking and investment platform Beyond Animal, [New Food Invest](#) will be an online event, running from 6am - 11.30am CET/1pm - 6.30pm CST (Shanghai) and SGT (Singapore). (World time converter [here](#)).

The [programme](#) will include speakers from investment firms, alternative protein companies and expert contributors, NGOs and plant-based-focused media outlets, who will be presenting on a broad spectrum of topics. Startups will also be able to participate in pitching sessions.

"This will be a valuable opportunity for startups to broaden their knowledge and opportunity of the Asian plant-based market," Sebastian Joy, President of ProVeg International, said.

"We expect more than 400 delegates to attend the event, where they can gain access to comprehensive knowledge and insights from key financial stakeholders," Joy said.

Claire Smith, President of Beyond Animal, said: "It's really exciting to be again hosting New Food Invest, this time with a focus on Asia. We look forward to connecting high-level investors with unique startups to help forge the future of food in this critically important region."

“The conference will allow everyone taking part to discuss all the challenges and opportunities offered in this booming sector. It really is an unmissable event with so many great talks lined up as well as the pitching sessions for startups.”

This **New Food Invest** conference is part of a series of global online conferences that focus exclusively on investment in the burgeoning alternative-protein & sustainable-food-tech industries.

Subjects covered at the event include:

- Opportunities, challenges and developments in the field of alternative proteins;
- Challenges faced by entrepreneurs in China;
- Why climate-oriented funds should be investing in alternative food options;
- Scientific and techno-economic challenges facing cellular agriculture and aquaculture in the Asian markets;
- Integrating food system transformation into an ESG and investment strategy with real-world impact;
- How India has the potential to have the greatest penetration of animal-free products; and
- How to improve plant-based products in Asia through novel ingredients.

Launched successfully in 2021, **New Food Invest** has developed into a global conference series, with every event having a specific geographical focus. The inaugural event brought together 400 participants to hear 75 speakers discuss how next-generation food solutions can be brought to market. At least \$75 million was available from participating investors per investment deal.

**New Food Invest** will also provide ample opportunities to network with investors, startups and experts. The Beyond Animal dealroom will be available for immediate followup with pitching startups and deal-making with the hundreds of other companies that have registered with Beyond Animal. Pitching startups include Indian alt seafood company, SeaSpire, Australian alt dairy brand Eden Brew, Japanese egg alternative UMAMI United, and Singapore-based Vitality Foods, among others.

This year, **New Food Invest** sessions will once again be recorded and made available to all participants via the Beyond Animal platform, which means that delegates won't miss out on anything and can revisit content again later.

**What:** New Food Invest Conference APAC

**When:** 15 February 2023, 6am - 11.30am CET

1pm - 6.30pm CST (Shanghai) and SGT (Singapore)  
(World time converter [here](#))

**Where:** Online - [register here](#)

**Hosts:** ProVeg International and Beyond Animal

**Fees:** Attendee Ticket €199  
Start-up Pitch Package: €499  
Investor Ticket: €299  
Key Conference supporter: €5,900  
Corporate supporter: €3,900

**Registration for the event and additional information can be [found here](#).**

**ENDS**

### **Notes to Editors**

Media passes are available upon pre-registration [here](#)

For media inquiries, please contact [newfoodinvest@proveg.com](mailto:newfoodinvest@proveg.com) or Peter Rixon at [media@proveg.com](mailto:media@proveg.com)

For more information and inquiries about Beyond Animal, please email: [humanity@beyondanimal.com](mailto:humanity@beyondanimal.com)

### **About ProVeg International**

ProVeg is an international food awareness organisation working to transform the global food system by replacing conventional animal-based products with plant-based and cultured alternatives. ProVeg works with international decision-making bodies, governments, food producers, investors, the media, and the general public to help the world transition to a society and economy that are less dependent on animal agriculture and more sustainable for humans, animals, and the planet. ProVeg has permanent-observer status with the UNFCCC, is accredited for UNEA, and has received the United Nations' Momentum for Change Award. ProVeg also has Observer Status at the IPCC. More information is available at [www.proveg.com](http://www.proveg.com).



### **About Beyond Animal: a leading digital networking and investment platform**

Beyond Animal is a digital platform that aims to accelerate the growth of a sustainable, humane, economy by providing networking, collaboration, resources, and investor matchmaking and dealmaking for a fast and efficient fundraising process. App freely available on the AppStore and Google Play and private dealroom open to qualified investors. More details can be found at [www.beyondanimal.com](http://www.beyondanimal.com).

