

FHA 23-26
FOOD & BEVERAGE APRIL 2024
SINGAPORE EXPO



MAXIMISE YOUR BUSINESS OPPORTUNITIES

Inform, inspire, and strategically engage customers before, during and after the show. Lead generation, brand building or business deals can be achieved by leveraging on FHA-Food & Beverage's full suite of marketing and sponsorship opportunities to reach your individual objectives and target your specific buyer group.

Organiser



Connect with us on



Food&HotelAsia
#FHAfNB

www.fhaFnB.com

JOIN ASIA'S LEADING INTERNATIONAL FOOD & BEVERAGE EVENT TAILORED TO MEET THE REGION'S STRONG-GROWING AND DYNAMIC APPETITE

Featuring the most exceptional line-up of global food & beverage companies, FHA-Food & Beverage is the major event where industry professionals in Asia source conveniently from around the world in one place. It is the top choice for suppliers who are looking to establish their presence or further nurture their business networks with key buyers in Asia's fastest growing food and hospitality industry.



GROW YOUR BUSINESS WITH US



Your
Gateway
to Asia



One-Stop
Sourcing
Platform



Gain Insights
into Latest
Industry
Trends



Increase
Brand
Visibility



The Ideal
Launch
Pad



Forge New
Businesses

PRESENTING A COMPREHENSIVE RANGE OF F&B PRODUCTS



ALTERNATIVE
PROTEIN



BEER



DAIRY



DRINKS



FOOD &
BEVERAGE



FRESH
PRODUCE



GRAINS
& PULSES



HALAL



MEAT



OILS & FATS



SEAFOOD



SWEETS
& SNACKS



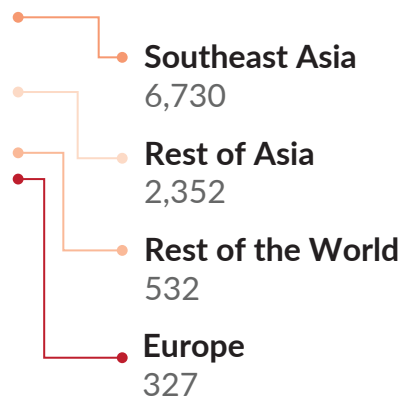
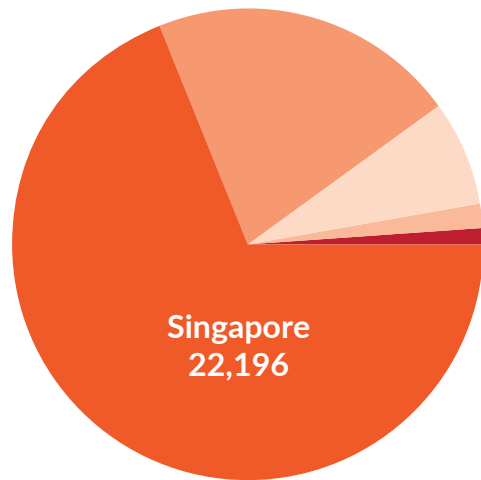
TECHNOLOGY
& SERVICES



WINE &
SPIRITS

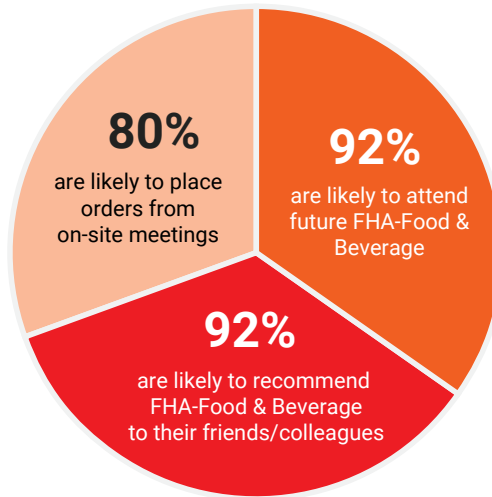
CONNECTING THE WORLD'S BEST AT FHA-FOOD & BEVERAGE

32,137 Trade Visitors
Breakdown by region



BUYER PROGRAMME

With buyers from **21** countries/regions, the hosted buyer programme at FHA-Food & Beverage 2023 facilitated over **3,800** valuable meetings for buyers and sellers, proving it to be a successful platform for businesses to connect with clients and showcase their products and services.



2023 BUYERS

Genting Malaysia Berhad • Gs Retail • Itm Alimentaire International (Itm Ai) • Hilton Manila • Koza Gida Dagitim As • Lee's Food Service Ltd • Jollibee Foods Corporation • Lulu Group International • Nafda Ltd • Pan Pacific International Holdings Corporation • Reliance Retail Ltd. • Super Seven Stars International Trading Co.,Ltd • Surya Foods • Delmonsiam Limited • Central Restaurants Group Co.,Ltd. • Minor International Pcl. • Jd Worldwide • Lotte Vietnam Shopping Joint Stock Company (Lotte Mart) • Freshippo Co.,Ltd • Chengdu Ito-yokado Co Ltd • Kibsons International ... and more!



BUYERS' TESTIMONIAL

“

“FHA-Food & Beverage is a good avenue to connect and reconnect with major suppliers from all over the world. It helped me find the right people to talk to.”

Lilac Bataller, Jollibee Foods Corporation (Philippines)

“

“Being a gourmet supermarket chain owner, I am constantly on the lookout for artisanal food products which I am fulfilling by sourcing from FHA-Food & Beverage 2023.”

Akshay Kumar, Bombay Gourmet Market (India)

“

“FHA-Food & Beverage is always a great choice for F&B enterprise in sourcing new products as well as networking with other partners/ suppliers from around the world.”

Nguyen Dinh Minh, New Viet Dairy (Vietnam)



HIGHLIGHTS OF FHA-FOOD & BEVERAGE 2023



40,000
sqm



2 Seminars,
2 Competitions



1,100 Exhibitors from
46 Countries / Regions



68
International
Group Pavilions



50,221
Total Attendees from
96 Countries / Regions



32,137
Trade Visitors
(**30.9%** Overseas)

SPECIALISED ZONES



Alternative Protein Asia (APA), one of Asia's largest B2B platform for this zone, offers opportunities to conduct business, connect with customers and investors and source for new products. Besides a four-day thought leadership seminar on market updates, established companies and Food Tech start-ups can look forward to networking with investors at the Accelerator Lounge.



The **Technology & Services** is a dedicated zone for food packaging, F&B robotic and automation, technology software solution providers and food safety companies to showcase their F&B solutions and innovative technologies.



The **Beer Street @ FHA-Food & Beverage** is a newly created feature area that brings together a community of beer producers to showcase their creativity and techniques by introducing original brews and flavours to the market.

EXHIBITORS' TESTIMONIAL

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"The participation of all the attendees has enabled us to expand our brand awareness, due to their high profile and qualified competence. Without any doubt FHA-Food & Beverage is the biggest show to attend in Asia when it comes to the food related industry."

Giulia Eugaddi, Geofoods S.r.l (Italy)

“

"FHA-Food & Beverage 2023 met our expectations perfectly by providing an efficient and professional platform for Chinese exhibitors to communicate and exchange industry information with their business partners from Singapore and other Southeast Asian countries."

China Chamber of Commerce of Foodstuffs, Native Produce and Animal By-Products (China)

“

"FHA-Food & Beverage 2023 was an outstanding exhibition that allowed us to showcase our products to a highly engaged audience, connect with industry professionals, and gain valuable insights. The event provided a platform for us to not only showcase our products but also stay updated on the latest industry trends, innovations, and consumer preferences."

Erik Lee, Thong Siek Global Pte Ltd (Singapore)

SEMINARS



Alternative Protein Asia Seminar will gather industry experts and thought leaders from alternative protein companies, food tech accelerators, VC firms, R&D organisations and more. Attendees can expect to learn about the latest market trends, regulatory updates, food tech development and investment opportunities in the plant-based, cultivated meat and precision fermentation sectors.



FHA SEMINAR

From the latest updates in F&B trends, food safety, technology innovation and sustainability initiatives, **FHA seminar** will feature insight discussions and panel discussions featuring subject experts from food manufacturers, regulators, research institutes and universities, agrifood start-ups, investors and more.

Co-located Event

PROWINE SINGAPORE: CONNECTING YOU WITH A WIDER TARGET AUDIENCE IN ASIA'S KEY TRADING HUB FOR THE WINE AND SPIRITS INDUSTRY

Discover the captivating evolution of tastes and sustainable aesthetics at ProWine Singapore 2024, where the latest trends, innovations, and emerging wine and spirits industry styles will be showcased. Join industry professionals at the leading international trade fair for wines and spirits in Southeast Asia, organised by Informa Markets and Messe Dusseldorf Asia. Be part of the exhilarating journey of change and exploration, connecting with like-minded professionals and contributing to the sustainable growth of Asia's wine and spirits sector.



COMPETITIONS



Launched at FHA-Food & Beverage 2023, **FHA Beer Awards** showcases the diversity and creativity of the current brewing scene. Judged by industry professionals from the region, the Awards celebrates the best and brightest in the beer industry, recognising excellence in a variety of categories.



In collaboration with DEI Asia and supported by the Singapore Tourism Board, the **Young Talents Escoffier** is the arena for young culinary talents under the age of 25, to display their gastronomic skills and be accredited by a panel of internationally acclaimed judges.

WHY EXHIBIT



All-in-one Platform

Take advantage of AI-driven matchmaking, company showcases, product listings, and content with improved user experience all in one place.



Establish Connections

Connect and build lasting relationships with international buyers from around the world.



Lead Generation

Generate high quality leads and engage in 1:1 self-arranged physical meetings or video calls with highly relevant buyers.



Maximum Reach

Connect and network with regional buyers with no geographical boundaries.



Product Awareness

Pitch onsite or stream live to buyers. Engage in interactive chef demos or simply showcase your products at your booth.

BOOK A STAND WITH US

Make the most out of your participation by enhancing your presence and increasing your brand awareness at FHA-HoReCa.



Space Only

Minimum of 18sqm

Be noticed by being different – Build your own booth and enjoy the flexibility of creating your own space.



Standard Package

Minimum of 9sqm

This package offers an all-inclusive exhibition solution to help you save both time and money.



Counter Package

Minimum of 9sqm

For a basic option, this package offers comprehensive no-frills alternative to the standard package.

Premium Package

Minimum of 15sqm

Stand out from the crowd in a booth with a prominent fascia board or logo placement overhead.



Premium Center



Premium Corner



Premium Island

Above visuals are for illustration purposes only.

**BOOK A STAND
TODAY!**



Secure your choice location and confirm your participation today!

Contact us at
enquiry@foodnhotelasia.com



Contact Info

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Information accurate as of 21 July 2023