



**FHA 08-11**  
**FOOD & BEVERAGE APRIL 2025**

# POST SHOW REPORT 2025

*Taste the Heritage*

**ASIA'S LEADING  
FOOD & BEVERAGE  
EVENT**



Organiser



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www.fhaFnB.com

# HIGHLIGHTS OF FHA-FOOD & BEVERAGE 2025



**08-11**  
APRIL 2025

**OFFICIALLY OPEN**

**FHA-FOOD & BEVERAGE 2025**

ORGANISED BY



PARTNER COUN



**47,992 ATTENDEES**  
from 109 countries/regions



**1,656 EXHIBITORS**  
representing 47 countries/regions



**71 GROUP PAVILIONS**



**79 SPEAKERS**  
over 37 sessions



**443 PARTICIPANTS**  
from 13 countries competing  
in our competitions



**347 INTERNATIONAL HOSTED BUYERS**  
from 20 countries/regions



CONVENIENCE FOOD



BEVERAGE



FINE FOOD



FRESH PRODUCE



HALAL



INTERNATIONAL SELECTION



MEAT & POULTRY



SEAFOOD



SNACKS & CONFECTIONARY



SUSTAINABLE FOOD FUTURE



TECHNOLOGY & SERVICES



WINE & SPIRITS

**12 SPECIALISED SEGMENTS**

across 60,000 SQM of show floor

# PARTNER COUNTRY



**AUSTRALIA**

Building on the success of its largest-ever pavilion in 2024, **Australia** returned to **FHA-Food & Beverage 2025** as the official **Partner Country**, in collaboration with the Australian Trade and Investment Commission (Austrade). This year's presence featured over 120 Australian exhibitors, showcasing a diverse array of products—including premium meat and dairy, healthy snacks, frozen foods, beverages, and cutting-edge food technology innovations.

Attendees were treated to a dynamic programme of live demonstrations, product tastings, and thought leadership sessions, offering valuable insights and meaningful engagement opportunities across the Australian food and beverage sector.



## 47 PARTICIPATING COUNTRIES/REGIONS

More than  
**86%**  
Overseas  
Exhibitors

- ARMENIA
- AUSTRALIA
- AUSTRIA
- BELGIUM
- BRAZIL
- BRUNEI DARUSSALAM
- CANADA
- CHINA
- CYPRUS
- CZECH REPUBLIC
- DENMARK
- FINLAND
- FRANCE
- GEORGIA (REP OF)
- GERMANY
- GREECE
- HONG KONG SAR
- HUNGARY
- INDIA
- INDONESIA
- ITALY
- JAPAN
- JORDAN
- LITHUANIA (REP OF)
- MALAYSIA
- MONACO
- MOROCCO
- NETHERLANDS
- NEW ZEALAND
- PHILIPPINES
- POLAND
- PORTUGAL
- REPUBLIC OF IRELAND
- SAUDI ARABIA
- SINGAPORE
- SOUTH KOREA
- SPAIN
- SRI LANKA (REP OF)
- SWITZERLAND
- TAIWAN
- THAILAND
- TÜRKİYE
- UK
- UNITED ARAB EMIRATES
- URUGUAY
- USA
- VIETNAM

FHA-Food & Beverage 2025 is a really great platform to showcase the best of what Australia has to offer and really what we're looking to do is connect as many of these businesses with the buyers that we've recruited from the region. We've recruited over **300 buyers from Southeast Asia** and further that are going to be able to connect with our Australian premium producers.

**Chris Morley**

Trade and Investment Commissioner – Hanoi  
Austrade  
Australia

Building on last year's success, we aim to reach an even wider audience with this year's edition. FHA-Food & Beverage 2025 is one of the most significant shows in the region, and participating in it elevates our brand on the international stage. Whether it's local sourcing or global procurement, this event is a key highlight for us—especially when it comes to staying ahead of global trends.

**Kenny Toh**

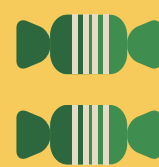
Chief Strategic Officer  
Toh Thye San Farm  
Singapore

## TESTIMONIALS

It has been a very interesting show at FHA-Food & Beverage 2025. Certainly a show that helps us to connect with industry buyers and distributors which is our target audience. Being here not only allows us to explore what's happening across the market, but also helps us stay ahead of emerging trends so we can better serve our customers. Without FHA, we risk losing visibility, as this is where we truly engage with key buyers, importers, and distributors.

**Melissa Phanich**

AVP - Commercial  
Minor Dairy Limited  
Thailand



# 47,992

attendees from

# 109

countries/regions

## BREAKDOWN BY REGION

## 15,503

### REST OF ASIA

Bangladesh, Bhutan, Brunei, Cambodia, China, East Timor, Hong Kong SAR, India, Indonesia, Japan, Jordan, Kazakhstan, Laos, Lebanon, Macau, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Palestine, Philippines, South Korea, Sri Lanka, Taiwan, Thailand, Uzbekistan, Vietnam

## 31,482

SINGAPORE

## 1,007

### OTHERS

Africa, Europe, Middle East, North America, Oceania, South America, USA

## TOP 10 COUNTRIES/REGIONS

- Australia
- China
- Indonesia
- Malaysia
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

## TOP 10 PRODUCT INTEREST

- Beverage
- Chilled / Frozen Food
- Baked Confectionery Goods / Desserts / Ingredients
- Foodservice Equipment & Accessories
- Canned / Processed Food
- Health / Natural / Organic Food
- Coffee Beans / Grounds
- Halal
- Dairy & Eggs
- Packaging Technology

## TESTIMONIALS

*FHA-Food & Beverage 2025 is an important event for those of us in F&B, offering the chance to discover new products, ingredients, and ideas. I've found it valuable for building connections, sharing knowledge, and staying updated with industry trends. I would definitely recommend it to my colleagues and friends—it's a fantastic opportunity to learn, explore, and bring fresh inspiration back to our business.*

**Federico Schiraldi**

Head Chef  
Altro Zafferano  
Italy

*This is our first time attending FHA-Food & Beverage 2025 in Singapore. We chose to participate this year as we're looking to expand our range of imported products. We also see this show as a great opportunity to explore new concepts and ideas that could shape the future of our food business.*

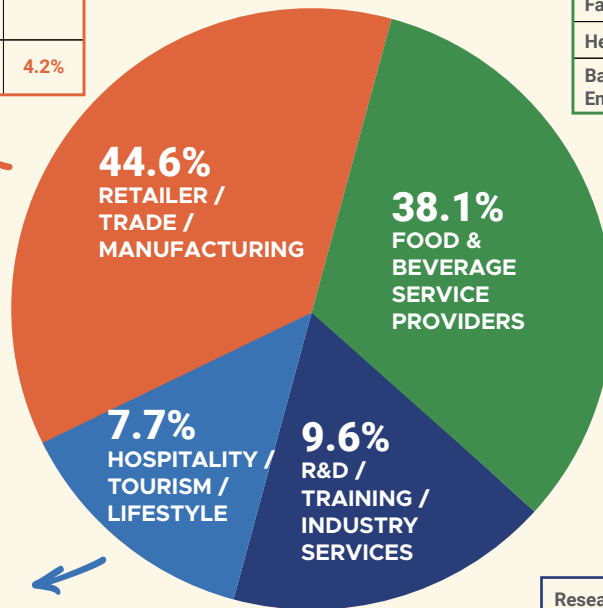
**I Gde Sucharya Jaya**

Owner  
Bali Pick Fresh  
Indonesia

## BREAKDOWN BY BUSINESS NATURE

Importer / Exporter / Wholesaler / Distributor / Logistics	26.3%
F&B Manufacturers / Hospitality Equipment Manufacturers / Wine & Spirits Equipment / Bakery, Pastry & Gelato Manufacturers / Packaging & Labelling	14.1%
Retailer / Department Store / Convenience Store / Grocery Store / Supermarket	4.2%

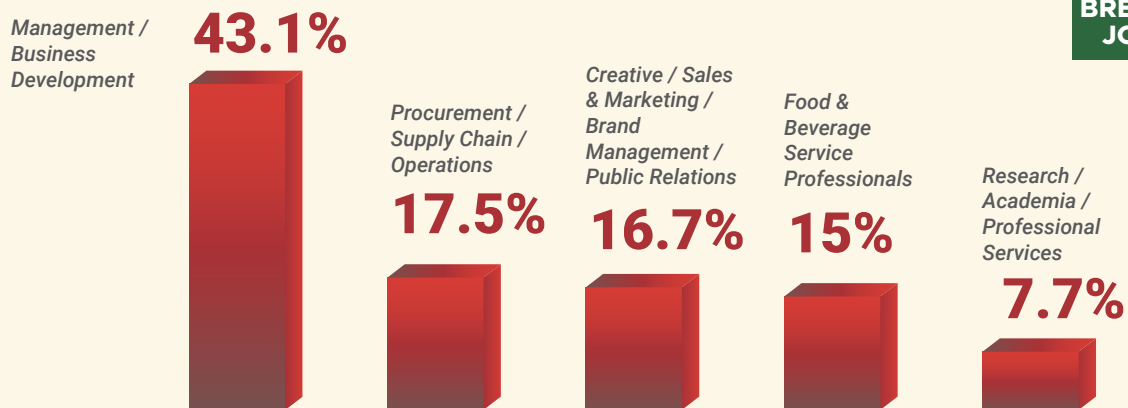
Restaurant / Bistro / Café / Coffee Shop	16.5%
F&B Management Service / Consultancy	10.7%
Catering / Cooking Studio / F&B Workshop	3.8%
Fast Food / Quick Service Operator	3.6%
Health / Organic Food / Speciality Food	1.9%
Bakery / Pastry / Gelato / Bar / Entertainment / Wines / Spirits	1.6%



Research & Development / Food Science	4.0%
Advertising / Marketing / Media / Printing / Public Relations	2.8%
Academic / Training Institute (Culinary / Hospitality / Tourism / Food Science) / Healthcare Institute / Hospital / Pharmaceutical	1.6%
IT Solutions / Security Provider / VAR / VAD / Systems Integrator	0.9%
Start-Ups / Venture Capitalist / Consultancy	0.3%

Hotel / Resort / Attraction Theme Park / Serviced Apartment / Hospitality Management Service	4.5%
Clubhouse / Country Club / Sport & Recreation Club / Spa & Wellness	0.3%
Airline / Cruise Liner / Rail / Airport / Terminal	0.3%
Commercial Facility / Shopping Mall Planning and Management / Property Development & Management / Real Estate	0.3%
Others	2.3%

## BREAKDOWN BY JOB FUNCTION

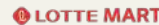
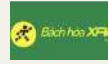


**Amazon** 1 Group **McCormick** **Unilever** Minerva Global Limited **Accor** Resorts World Sentosa  
**AEON** **Yunnan Commerce** **Asahi** Agricom Trading Australia **Bacha** Singapore Paris Baguette  
 Taiwan Trade Markets **Dnata** **Capella Hotel** **Din Tai Fung** **Far East Hospitality** **Club Med** Louisiana Far East  
 Don don donki **Coca Cola** **Emirates** **Fei Siong Group** **Emart Inc** Gardenia Foods  
**Jumbo Group** **Elsie's Kitchen** **Baskin Robins** Little Farms **Nestle** New Zealand Fresh **SATS Catering**  
**Bee Cheng Hiang** **Indoguna** **GoPizza** **Bali Culinary Professionals** Marina Bay Sands  
**Ippudo** **Meiji Seika** **Fairmont & Swissotel the Stamford** **Lotte Duty Free** Dairy Farm International  
**Wilmar Distribution** **Breitenburger Milchzentrale eG** **Michelin Guide** Wine Trade Asia  
 Agency for Science, Technology and Research

# HOSTED BUYER PROGRAMME

347 Hosted Buyers from 20 countries/regions engaged in 6,500 meetings

## SOME OF OUR HOSTED BUYERS



80

NPS Score



91%

Overall satisfaction rate



93%

Likely to attend FHA again in the future



83%

Are likely to place order from pre-arranged matchmaking meetings

*The exhibition was a fantastic platform to connect with industry leaders and discover innovative products. We achieved our objectives and found valuable solutions aligned with our business needs. The overall organization and networking opportunities were excellent.*

**Abdul Gafoor Kovval Chemmayil**

Manager Business Development  
Al Tayeb Distribution (Lulu Group International)  
United Arab Emirates

*FHA-Food & Beverage 2025 is an exceptional food show that brings together a diverse range of global products. As a hosted VIP buyer, I had the opportunity to connect directly with suppliers and principals, exchange valuable insights, and stay updated on the latest industry trends. A truly inspiring and productive event.*

**Pitchamon Kohsakjarukhul**

Vice President - Strategic Procurement  
KCG Corporation Public Company Limited  
Thailand

## TESTIMONIALS

*When attending the FHA-Food & Beverage 2025 exhibition, I had the opportunity to meet the exporter directly and sign some purchase contracts. Meeting and exchanging directly with the exporter helps both sides understand each other better, making the purchasing process more convenient. In addition, meeting and exchanging directly helps us avoid risks that may occur when not exchanging directly.*

**Cindy Vu My Binh**

Director  
Nam Thai Food JSC  
Vietnam

# SEMINAR HIGHLIGHTS

Two seminar tracks featuring 79 industry experts and attracting over 2,500 attendees across 37 insightful sessions.

## FHA SEMINAR

We opened Day 1 with a strong focus on **SS632 and SS630 standards**, delving into regulatory frameworks around functional foods and exploring trade opportunities between the **EU and Singapore**, graced by **H.E. Iwona Piorko**, Ambassador of the European Union to Singapore.

Day 2 zoomed in on **Gen Z health and wellness trends**, **personalised nutrition for aging populations**, and a dynamic discussion on the **halal food landscape**—uncovering both challenges and opportunities.

Day 3 featured sessions led by **ACI-NYP Learning Studio**, including innovations in **healthy beverages**, a **sake appreciation** segment, and a forward-looking panel on **AI in food service**.



## SUSTAINABLE FOOD FUTURE SEMINAR

Day 1 explored **sustainable food systems**, **alternative proteins**, **cultivated meat & seafood**, and **innovative packaging solutions**.

Day 2 covered **regulatory updates**, **foodtech breakthroughs**, and creative uses of **alternative ingredients**—including a live tasting of **mochi made from adlai**, Asia's emerging supergrain.

Day 3 wrapped up with a full-day showcase: **"Discover EU Authenticity on Your Plate"**, spotlighting **PDO-certified Feta**, **Tokaj wine**, **Irish cream**, **whiskey**, and **Poitín**—followed by the exciting finale of **THE SPARK Challenge**.

*Seminars like this are especially helpful because the audience gets to hear from the experts in the field and get real life examples on how sustainability is driving the business and how it can be implemented in a really positive way.*

**Ricarda Schneider**

*Marriott International Director, Sustainability Asia Pacific excluding China Singapore*



# COMPETITION HIGHLIGHTS

**443** Participants from **13** countries competing in our world-class competitions



## INDIVIDUAL CHALLENGE – CULINARY

### BEST CHEF AWARD

*Kelvin Mau, Singapore*

### APPRENTICE TEAM OF THE YEAR AWARD

Temasek Polytechnic, Culinary & Catering Management Team 1  
*Joanne Koong & Xaeus Yong, Singapore*

## INDIVIDUAL CHALLENGE – PATISSERIE

### BEST DESSERT AWARDS

**Champion** *Huei Fang Foo, Singapore*

**1<sup>st</sup> Runner Up** *Pang Xiaorong, China*

**2<sup>nd</sup> Runner Up** *Jolene Lim, Singapore*

### OUTSTANDING ARTISTRY AND TECHNIQUE

*An Li Jun, Singapore*

## NATIONAL TEAM CHALLENGE

### BEST PASTRY CHEF

*Heo Yeon Kyung, South Korea*

### BEST SHOWPIECE (CHEF'S TABLE)

*Wee Pei Hau, Singapore*

#### Champion – Team Singapore

- **Team Manager:** *Elvin Chew*
- **Team Members:** *Ang Kian Shiang, Cheong Wai Leong, Cheng Yen Ping, Lee Ren Bin Pierre, Neo Jun Hao, Ong Jing Qin, Sean Ho Xiang Rui, Sim Wei Hong, Suhoo Tan, Ung Kenneth, Wee Pai Hau*

#### 1<sup>st</sup> Runner Up – Team China Regional

- **Team Manager:** *Qu Di*
- **Team Members:** *Huang Daquan, Lan Jun, Li Shiling, Li Yueqi, Qu Jian, Shi Xinyu, Xie Arong, Yan Han, Zhang Haohui*

#### 2<sup>nd</sup> Runner Up – Team South Korea

- **Team Manager:** *Jung Byungwoon*
- **Team Members:** *Bae Yeong San, Heo Yeon Kyung, Jeong Yerin, Joo Sung Hwan, Kim Dae Sung, Kim Min Sik, Lee Gyeong Yong, Lim Jihoon, Park Seongil, Yu Hayeong*

## BATTLE FOR THE LION

#### Champion – Team China Regional

- **Team Manager:** *Qu Di*
- **Team Members:** *Huang Daquan, Lan Jun, Li Shiling, Li Yueqi, Qu Jian, Shi Xinyu, Xie Arong, Yan Han, Zhang Haohui*



# COMPETITION HIGHLIGHTS



NEW



**FASHION  
DRINKS**

X

**ZERO  
MIXOLOGY**  
*Challenge*

## INTERNATIONAL FASHION DRINKS COMPETITION X ZERO MIXOLOGY CHALLENGE

**Champion**

*Liew Jia Ler, Malaysia*

**1<sup>st</sup> Runner Up**

*Amy Guan Bo Yuan, China*

**2<sup>nd</sup> Runner Up**

*Muhammad Nor Adrian Bin Abdullah,  
Singapore*



## NATIONAL COCKTAIL CHAMPIONSHIP

### COCKTAIL CATEGORY

**1<sup>st</sup> Place**

*Amy Guan Bo Yuan, China*

**2<sup>nd</sup> Place**

*Rojie Leong-on, Philippines*

**3<sup>rd</sup> Place**

*Ryan Labro, Philippines*

### STUDENT CATEGORY

**1<sup>st</sup> Place**

*Duc Tuan Nguyen, Vietnam*

**2<sup>nd</sup> Place**

*Quentin Aldrich Tanuya, Indonesia*

**3<sup>rd</sup> Place**

*Khient Gerald Herda, Philippines*

### COCKTAIL CATEGORY

**Champion**

*Aldrin Javar, Philippines*

# BETTER STANDS CERTIFICATION

The Better Stands Certificate celebrates the collaborative efforts of exhibitors and their contractors in designing innovative, reusable stands that minimise waste and maximise impact. This year's entries showcased remarkable creativity and a shared vision for a greener future.

## CONGRATULATIONS TO THE 4 BOOTHS AND THEIR CONTRACTORS!



**BIOPAK**



**CASTILLA Y LEÓN PAVILION**

Contractor: Viajes El Corte Inglés SA



**JAPAN-JETRO PAVILION**

Contractor: Bencon Exposition Pte Ltd



**SINGAPORE PAVILION**

Contractor: C2 Creative Communications Pte Ltd

# EVENT APP



**69,872**

Total devices  
logged into



**5,995,115**

Total impressions on  
people



**11,368,510**

Total impressions on  
exhibiting companies



**5,346,215**

Total impressions  
on products



**24,019**

Total meeting  
requests sent



**SCAN TO REPLAY  
FHA-FOOD &  
BEVERAGE 2025  
HIGHLIGHTS**



# UNWAVERING SUPPORT FOR FHA-FOOD & BEVERAGE 2025 FROM OUR VALUED PARTNERS

## Partner Country



## Sponsors

### PLATINUM SPONSOR



### GOLD SPONSORS



### SILVER SPONSORS

Uniforms & Hygiene



### FEATURED BRANDS

Premium Water



Non-Alcoholic Spirits Non-Alcoholic Spirits



## Partners

### EVENT PARTNERS



### KNOWLEDGE PARTNERS



### ON-SITE REGISTRATION VENDOR



### SUPPORTING ORGANISATIONS



### MEDIA PARTNERS





**FHA**  
FOOD & HOSPITALITY  
**ASIA**

**21-24**  
**APR 2026**  
SINGAPORE EXPO

**SEE YOU NEXT YEAR**



**informa**  
**markets**

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