



22-25
OCTOBER 2024
SINGAPORE EXPO
www.fhaHoReCa.com



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-HoReCa's full suite of business and marketing opportunities to reach your individual objectives and target your specific buyer group.

Organiser



Join us on



Food&HotelAsia
#FHA

Be a part of an established international show for a resilient food & hospitality industry in Asia

With countries opening up and the easing of travel restrictions, there is an increase in tourism arrivals which has benefited the hotel, food & hospitality industry with an accelerated demand for more products and services.

As one of the largest in Asia, FHA-HoReCa offers a one-stop business platform featuring the most extensive line-up of leading foodservice & hospitality suppliers from around the world. 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

Be at the forefront of foodservice and hospitality leaders and decision makers



Your
Gateway
to Asia



One-Stop
Sourcing
Platform



Gain Insights
into Latest
Industry
Trends



Increase
Brand
Visibility



The Ideal
Launch
Pad



Forge New
Businesses

By 2024, the Singapore-based PAN Pacific Hotels Group aims to open 13 new hotels in 10 prime cities around the world.

Source: *The Business Times*

As the tourism industry bounces back, hotels and theme parks are hastening to launch in the ASEAN region.

Source: *Nikkei Asia*

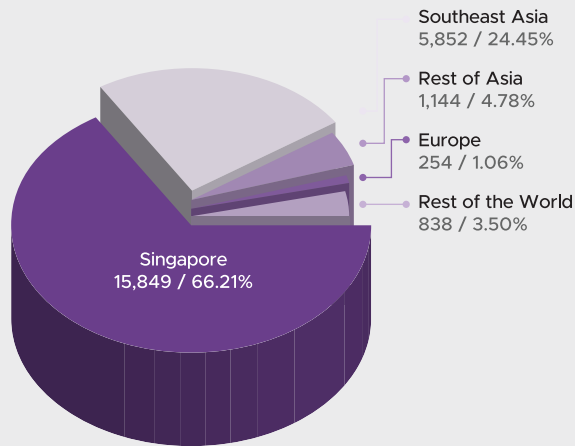
Luxury hotels from some of the world's largest hotel chains, such as Hilton and Hyatt, are rapidly expanding throughout the Asia Pacific region.

Source: *CNA Luxury*

MEET YOUR BUYERS

FHA-HoReCa 2022 – The World’s Leading Foodservice & Hospitality Event in Asia 23,937 Trade Visitors

Breakdown by region



Target Visitor Profile

- > Airline / Cruise Liner / Rail
- > Bakery / Confectionery Retailer
- > Bar / Pub / Nightspot Operator
- > Convenience Store / Grocery Store
- > Country Club
- > E-Retailer
- > Fast Food / Quick Service
- > Hotel / Resort
- > Importer / Wholesaler / Distributor
 - Coffee Beans, Equipment & Accessories
 - Hospitality Equipment & Supplies
 - Foodservice Equipment & Supplies
 - Tea Leaves
- > Institutional Catering
- > Manufacturer
 - Bakery / Confectionery
 - Food & Drinks
 - Hospitality Equipment & Supplies
- > Property Management
- > Restaurant / Bistro / Café
- > Serviced Apartment
- > Specialty Food Retailer
- > Supermarket / Hypermarket
- > Venue Operator
- > Wine / Spirits / Alcoholic Drinks Retailer

Key buyers who were at FHA-HoReCa 2022:

7-Eleven • A-La-Carte Caterers • Aeon • Amazon • Ameya Boga Group • Annam Group • Ascott • Ban Choon Marketing • Banyan Tree Hotels & Resorts • Bayon Supermarket • Capella Hotel Group • Changi Airport Group • Cheers Holdings • Classic Fine Foods • Club Med • Cold Storage • Crystal Jade Culinary Concepts • CYL Grocery • Delifrance • DKSH Singapore • DPO International • Dusit Thani Laguna Singapore • Far East Hospitality • First Food Distribution • Food Canopy • Frasers Hospitality • Global Pacific Distribution Network • Grand Twin Brothers • HAO mart • Hyatt Hotels & Resorts • IHG • Imperial Treasure Restaurant Group • InterContinental Singapore • Isetan • JP Pepperdine Group • Jumbo Group of Restaurants • Karuna Enterprise • KCG Corporation • Lemon Tree Hotels • Lotte Singapore • Marché Restaurants • Marina Bay Sands • Marriott International • Mida Food Distributors • Millennium Hotels & Resorts • Millennium Hotels and Resorts • Minor Food Group • Neo Group • Nesto Hypermarket • Nouvelle Events & Catering • NTUC Fairprice • Pan Pacific Hotels Group • Pan Pacific Retail Management (Don Don Donki) • Paradise Group Holdings • Premium Distribution Group • Pangan Lestari • Prambanan Kencana • Radisson Hotels Group • Raffles Hotel • RedMart • Sakae Holdings • SATS • Select Group • Shangri-La Hotel Singapore • Sheng Siong Group • Siam Food Services • Sodexo • Sushi Tei • Takashimaya Singapore • The Fullerton Hotel Singapore • TungLok Group • TWG Tea Company • Winner Group ...and more!

Visitors' Testimonials

“

I am delighted to be invited for FHA to explore new knowledge, mingle with industrial partners, supporters and friends to share & exchange information and ideas in FHA-HoReCa.

Ben Ho
General Manager
Lexis Suites Penang (Malaysia)

”

“

Despite the Covid pandemic, FHA has always been and is still the professional event that we must visit to meet international manufacturers in foodservice and horeca industry. FHA-HoReCa is not just the event that we do our sourcing and update new products, but the show brought synergy for the overall FHA-HoReCa industry for new business opportunities with partners from all over the world. We will definitely visit FHA 2024.

Arunee Tangkamolsuk
Director
NTS Mart Co.,Ltd (Thailand)

”

“

FHA-HoReCa was a great venue to meet principal suppliers, understand market options, and network with both buyers & potential business partners.

Francesca Cielo R. Morco
Corporate Procurement
Jollibee Foods Corporation (Philippines)

”





Highlights of FHA-HoReCa 2022



50,000 sqm



1 Feature Area
4 Competitions



629
Exhibitors from
30+ Countries /
Regions



9
Group
Pavilions



34,533
Total Attendees
from 85 Countries
/ Regions



23,937
Trade Visitors
(34% Overseas)

Hear from Our Exhibitors:

“

Overall, the FHA-HoReCa show has been an excellent platform to connect exhibitors and buyers. This year's FHA for eagerly awaited by everyone in the industry.

Saurabh Puri
Marketing Director
RATIONAL Cooking System Pte Ltd

”

“

Great show with lots of business opportunities!!

Wilson Lai
Regional Marketing Manager
JetCool Equipment Engineering Ltd

”

“

Finally, FHA! We missed this show very much and we cannot wait to be part of it again in 2024!

Claudio Pinto
South East Asia Manager
Optima - MEC3

”

Valued Customers And Partners

Some of our exhibitors and partners that we've previously worked with:

ADA • Advocado • Aigens Technology • Airhost • Allianz International • Almex System Technology • AM Group Kitchen Equipment & Supplies • Ambach • Ameфа • Andy Mannhart • Angel Yeast • Appzgate Solutions • Aunix International • AZ Digital • Babbi • Barry Callebaut Chocolate • Bear Robotics • Bettr Barista • Bluenix • Bodum • Boncafe • Bonna • Bravilor Bonamat • Britvic • Cactoz • Capfruit • Carimali • Carpigiani • Cesarin • Cetus • Churhchill • Cofrimell • Continental Equipment • CP Solutions • Daub Bakery • Digi • EPTA • Euraco Finefood • Eureka • Evoca • Fagor Professional • Flex-solver • FOH • Four Star • Frieslandcampina • Fukushima Galilae • Fuluxe • Futurelog • FZ Digital • G. Bezzerа • Grestel • Gruppo Cimbali • Haelssen & Lyon • Hamilton Beach • Heap Seng Group • Henny Penny • Hilding Anders • Hupfer • Iceteam 1927 • Inhesion • Irca • Irinox • Italtrim • John Chen • JVD • Kajiwara • La Bottega • Lau Choy Seng • Lavazza • Lesaffre • Letus Network • Levelfive Solutions LF • Lunchbox • Matsushita • Mec3 • Meiko • Mellower Coffee • Mii Foodservice • MKN • Monin • Namchow Food • Narumi • Nayati • Norocos • Novitee • Outside • Olam • Omni-health • Optima • Oro Caffè • Ourglass • Panem International • PCB Creation • Pentair • Phoon Huat • Portland • Pregel • Prestige Solutions • Prodotti Rubicone • ProHeq • Quality Amenities Supply • Rational • Revel Systems • Revent • Rhea Vendors • Rondo • Sambonet Paderno • Santino Coffee Specialists • Santos • Sapaad • Savencia • Schaerer • Scotsman • Seito Systems • Selmi Chocolate Machinery • Sevenrooms • Shanghai Hi-road • Sia Huat • Sico Asia • Simmons • Simonelli • Singapore Data Hub • Sinmag Equipment • Sinofcold • Sirman • Sper • Staffany • Star Industrial • Susu International • Suzhou Dr.coffee • Suzumo • Swisspro • Tabsquare • Tecnodom • Tecnoeka • The Middleby • Toschi Vignola • Turbo Air • Unigra • United Brands • Valrhona • Welbilt • Westrock Coffee ...and more!



FHA-HoReCa 2024: Competitions and Feature Zone



The **Global Chefs Challenge** is where the world's top chefs meet to compete in four competition categories. Selected through top performance at the Worldchefs Regional Semi-Finals, qualifying chefs go head-to-head at the Global Chef Challenge Finals.



In association with the World Association of Chefs' Societies (WorldChefs), supported by the Singapore Chefs' Association (SCA) and regional chefs' associations, the **FHA Culinary Challenge (FCC)** is the arena for culinary talents from around the world to display their gastronomic skills and be accredited by a panel of internationally acclaimed judges recognised by WorldChefs.



The **Asian Gelato Cup (AGC)** is a biennial competition that seeks to heighten the tradition of artisan gelato regionally. It will require the competing teams display a grand gelato buffet consisting of plated desserts, gelato cakes, gourmet gelato and an artistic showpiece within a time limit.



Asian Pastry Cup pits country teams against another, culminating in a display of the most beautiful pastry creation. The chefs compete and exhibited their dessert-making skills, presenting the most ambitious and complex works of pastry art.



The objective of **Barista Super Duo Challenge** is to emulate a real working condition of a barista working in a specialty coffee shop, which offers and serves a myriad of coffee beverages.

Hospitality 5.0

Be among the first to experience innovative technologies that will transform the hospitality industry at FHA-HoReCa's new **Hospitality 5.0** experience zone.

More information will be provided at a later date.



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.



Shell Package

Minimum of 9sqm

This is a budget-friendly option that offer a blank canvas with basic fittings.



Premium Package

Minimum of 15sqm

Stand out from the crowd in a booth colour of your choice and prominent logo placement overhead.

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 16 Feb 2023.