



 **FHA**  
**HORECA**  
**25 TO 28**  
**OCT 2022**  
**SINGAPORE EXPO**

# FHA-HORECA POST SHOW REPORT

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## Highlights of FHA-HoReCa 2022

Returning after a four-year-hiatus, FHA-HoReCa 2022 wrapped up, abuzz with four days of business exchange, seminars, cooking demonstrations, competitions and workshops.

Held across 5 halls at Singapore Expo, the global gathering of Hospitality and Foodservice professionals saw experiences and value delivered in record fashion!



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)

## Highlights of Hospitality 4.0 at FHA-HoReCa



Hospitality 4.0



55  
Speakers



25  
Seminar  
Sessions



550  
Conference  
Delegates



14  
Pitching  
Sessions



1  
Hotel Innovation  
Challenge Asia (HICA)

The **FHA-HoReCa** has a brand-new experience zone, Hospitality 4.0. This feature area highlighted innovative solutions in three distinct areas – restaurant, kitchen, and hotels – as well as offered a four-day conference programme discussing the future of hospitality. The zone also incorporated a start-up village and hosted the inaugural Hotel Innovation Challenge Asia (HICA) 2022.

“

Thank you for organising the Hospitality 4.0 presentations at FHA-HoReCa. It was a pleasure to participate.

Michael Meirer  
Head Of Consulting  
Meiko Green Waste Solutions

”

## Hospitality 4.0 Testimonials

“

What a week you and your team must be so impressed with how the week turned out. During the show I hear nothing but praise, with visitors and exhibitors from China, India, the US, France, Italy and Germany and that was just the people that I spoke with. Again, congratulation and thank you for all your assistance and support. We look forward to FHA next year. We'll be back!!!!

Andrew Brain  
Director  
FCSI Asia Pacific Division

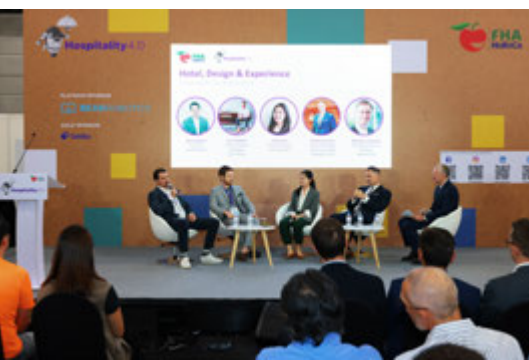
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“

Thank you very much for allowing me to facilitate the discussions at FHA HoReCa. Not only did I enjoy meeting you and the panelists, finalists, and attendees, but I too learned a great deal. Thank you personally for your support and assistance, it was a pleasure working with you on the event and I hope we have an opportunity to work together again soon.

Matthew Stephens  
Managing Director  
eHotelier

”



## Highlights of Competitions at FHA-HoReCa

The competitions gather industry experts, budding trade professionals from Asia and beyond, promoting creativity, providing opportunities for learning and networking. Everyone pushed their limits at every edition of FHA, this helps to bring higher quality products in the market which consumers get to experience and enjoy!

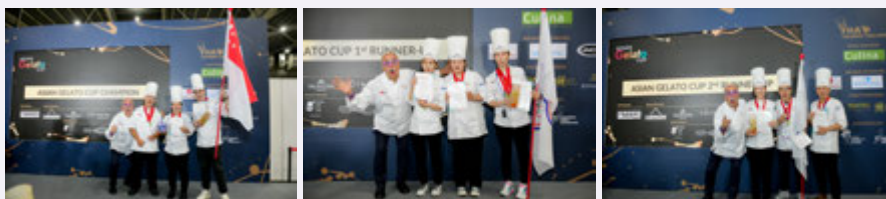


In association with the World Association of Chefs' Societies (WorldChefs), supported by the Singapore Chefs' Association (SCA) and regional chefs' associations, the FHA Culinary Challenge (FCC) is the arena for culinary talents from around the world to display their gastronomic skills and be accredited 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. This year's theme of "Tropical Paradise" will require the competing teams display a grand gelato buffet consisting plated desserts, gelato cakes, gourmet gelato and an artistic showpiece within a time limit of 8 hours.

These teams will represent Asia in the prestigious Gelato World Cup 2024 to be held in Rimini, Italy:



Asian Gelato Cup Champion:  
**SINGAPORE**

Asian Gelato Cup 1st Runner-Up:  
**CHINESE TAIPEI**

Asian Gelato Cup 2nd Runner-Up:  
**SOUTH KOREA**

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 Champion for Asian Pastry Cup 2022 is Malaysia, 1st Runner-up – South Korea and 2nd Runner-up – Chinese Taipei!

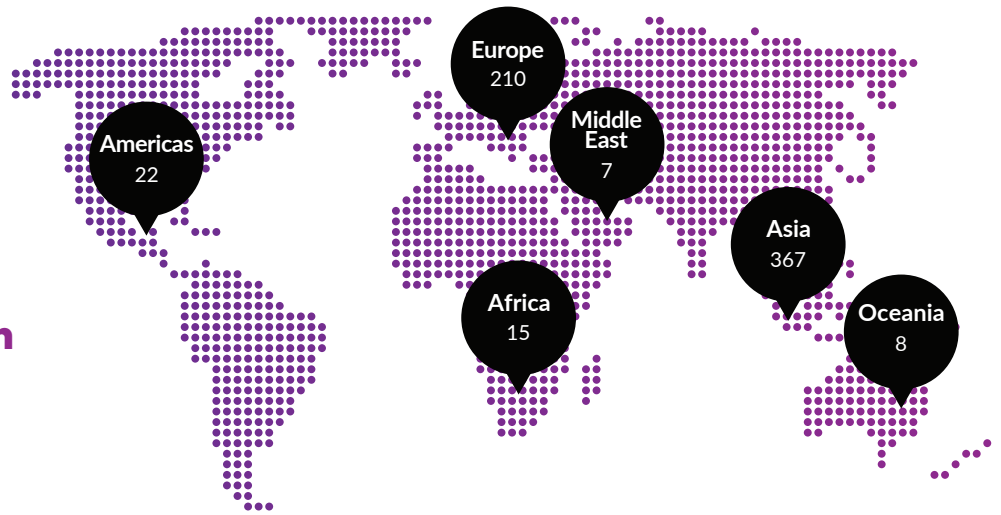


The top winner of the ASEAN Barista Team Championship - Hungry Bird INDONESIA walked away with cash prize of USD 5,000, 1st Runner-Up - Singa Crew SINGAPORE with USD 3,000 and 2nd Runner-Up - SG Expendables SINGAPORE with USD 2,000.





## Breakdown of Exhibitors by Region



## Exhibitors' Testimonials

“

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

”

“

A successful exhibition! It's a good platform to meet potential customers and partners, collect market information and consolidate customer relationships!

Bi Jiang Wei  
Director  
Shanghai BayQ Industrial Co., Ltd

”

“

Great show with lots of business opportunities!!

Wilson Lai  
Regional Marketing Manager  
JetCool Equipment Engineering Ltd

”

“

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

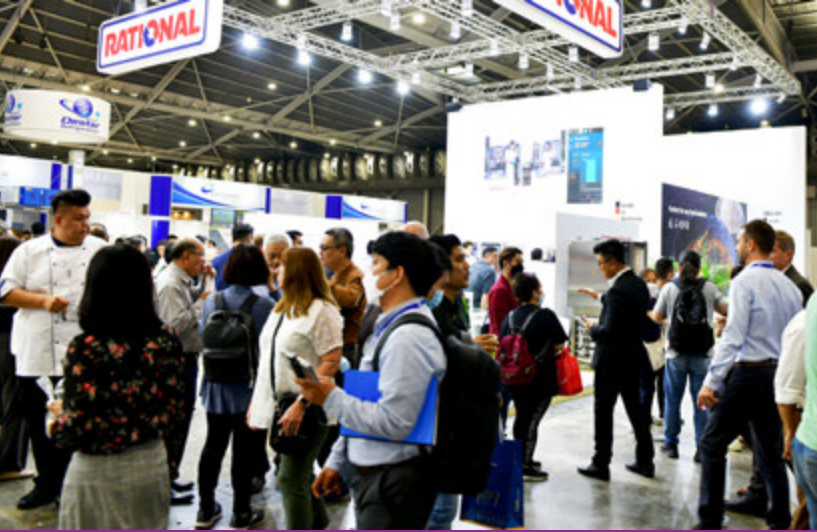
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“

It was an enriching experience for our team, we got exposure to new market insights and obtain meaningful leads.

Ariel Lin  
Director  
Flex-solver Pte Ltd

”



## 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)

”

“

Thank you FHA-HoReCa for hosting us. It was such a fruitful trip. We were able to meet with suppliers and have long meetings with them this trip, as made it an invaluable exercise. We are now awaiting final quotes for specific equipment.

**Mei Yong**  
CEO/Director  
Turban Chopstick (Australia)

”

“

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)

”

“

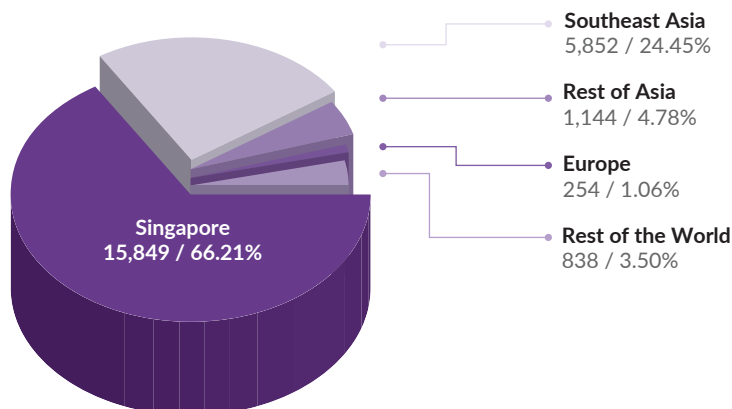
Great exhibition and show, display high quality vendor and service. Amazing networking 4 days show.

**Anddy Tong Huat An**  
General Manager  
PT Horizon Bandar Bahru (Indonesia)

”

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

Breakdown by region



## Top 10 Countries / Regions

Singapore	15,849
Malaysia	2,706
Indonesia	1,208
Philippines	637
Thailand	547
Vietnam	526
India	390
South Korea	266
Australia	230
Taiwan	183

## Breakdown of Visitors by Job Junction

Business Development	16.0%
Corporate Management (Owner / Proprietor / President / CEO / MD / GM)	14.7%
Sales / Marketing / Brand Management / Public Relations	14.3%
F&B / Catering Management	6.3%
Purchasing / Procurement	5.2%
Chef (e.g. Central Kitchen Chef, Chef de Partie, Commis)	4.4%
Operations / Maintenance / Production Management	3.9%
Consultant / Advisor	3.7%
Executive Pastry Chef / Patisserie / Baker	2.6%
Finance / Administration / Human Resource	2.4%
Research & Development	2.4%
Project Management	2.4%
Executive Chef / Chef de Cuisine / Sous Chef	1.8%
Barista	2.1%
Academia	1.3%
Kitchen Operation / Management	1.3%
Architect / Interior Designer / Visual Merchandiser	1.1%
Commercial Facility Planning and Management	1.0%
I.S / I.T	0.9%
Logistics	0.9%
Coffee Roaster	0.8%
Product / Inventory Management	0.7%
Front Office	0.7%
Quality Control & Assurance / Food Safety	0.6%
Accelerator / Investor / Wine Broker	0.5%
Housekeeping	0.5%
Dietician / Food Technologist / Nutritionist	0.5%
Media / News Publishing	0.5%
Kitchen Assistant	0.4%
General Service Staff / Steward	0.4%
Bartender Mixologist	0.3%
Government Official / Representative	0.3%
Others	5.1%

## Breakdown of Visitors by Business Nature

Distributor / Importer / Exporter / Wholesaler	17.65%
Café / Coffee Shop / Restaurant / Bistro / Bar / Entertainment / Nightspot	16.07%
Manufacturer - Food & Beverage	11.34%
F&B Management Service / Consultancy	6.85%
Hotel / Resort / Serviced Apartment / Property Development & Management / Country Club / Spa & Wellness / Attraction	5.95%
Bakery / Pastry / Gelato	5.88%
Manufacturer - Hospitality / Foodservice Equipment & Supplies	5.30%
Hospitality Management Service / Consultancy	5.14%
Government / Trade Association / Academic	5.11%
Advertising / Marketing / Media / Printing / Public Relations	3.10%
IT Solutions / Security Provider	2.50%
Fast Food / Quick Service Operator	2.40%
Manufacturer - Bakery / Pastry / Gelato	2.39%
Retailer / Hypermarket / Supermarket / Department Store / Duty Free Shop / Convenience Store / Grocery Store	2.17%
Institutional Catering / Foodservice Establishments	2.03%
Transportation – Airline / Cruise Liner / Rail / Logistics	1.62%
Research & Development / Food Science	1.60%
Agriculture / Fishery	1.04%
Healthcare Institute / Hospital / Pharmaceutical	0.53%
Others	1.34%

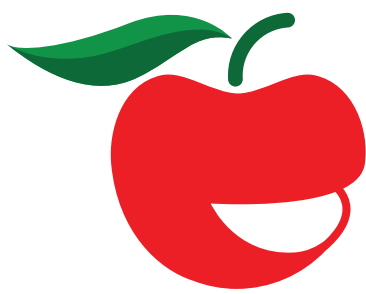
## Indication of Buyers' Interest

Bakery, Pastry & Gelato	12,474
Baking Ingredients / Raw Materials	12,070
Equipment & Accessories	12,039
Baked Goods / Desserts	11,931
Coffee / Tea	10,913
Processing Technology	10,798
Coffee / Tea Beverage	10,761
Automation Technology	10,754
Materials	10,701
Operations, Safety and Quality Management	10,519
Accessories	10,505
Transport, Storage, Logistics	10,497
Refrigeration and Air-Conditioning Technology	10,463

Coffee Beans / Grounds	10,404
Equipment & Supplies	10,263
Foodservice & Hospitality Equipment	8,747
Catering / Foodservice Equipment & Supplies	8,583
Hospitality / Hygiene & Cleaning Equipment & Supplies	8,304
Refrigeration / Cold Storage / Logistics	8,212
Hospitality Technology	5,290
Management & Systems	5,219
Telecommunications / Entertainment Systems and Services	5,097
Hospitality Design & Supplies	4,715
Hospitality Fittings & Supplies	4,698
Tabletop	4,422



SEE YOU AT



**FHA**  
**HoRECA**

**22-25**  
**OCTOBER 2024**  
**SINGAPORE EXPO**



EXPERIENCE THE  
**BEST IN HOSPITALITY**  
AT **FHA-HoReCa**

Organiser



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