

# Largest Food & Beverage Trade Shows in Southeast Asia/Asia

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**COMMONWEALTH OF PENNSYLVANIA – SOUTH EAST ASIA OFFICE**

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• <b>Event</b>	<b>FHA Food &amp; Beverage, Singapore</b>
Website	<a href="https://www.fhafnb.com/">https://www.fhafnb.com/</a>
Event Date	31 March - 3 April 2020
Frequency	Every 2 years, so the next edition after 2020 will be in 2022.
Location	Singapore Expo, Singapore
About	<p>Held every two years in Singapore, Food and Hotel Asia (FHA) is the <b>largest international food and hospitality trade event in Asia</b>. The 2018 Food and Hotel Asia show was the largest edition so far with more than 50,000 attendees from more than 100 countries and a record 3,000+ exhibitors from 76 countries.</p> <p>Best market prospects include breakfast cereals, juices, dairy products, fresh fruits, edible nuts, fish and seafood, pork, fresh vegetables, snack foods, wine and beer, according to the United States Department of Agriculture (USDA). It also presents the most wide-ranging food &amp; beverage products and innovations that are top and trending across the globe (Food &amp; Beverage; Food Processing &amp; Packaging Technology; Wines &amp; Spirits).</p> <p><b>*Food Expo normally has a pavilion in this show.</b></p>

## STATISTICS

According to FHA2018 Post Show Report (<https://www.foodnhotelasia.com/wp-content/uploads/FHA2018-Post-Show-Report-1.pdf>), the following were reported:

<b>Number of Visitors</b>	55,433, of which: <ul style="list-style-type: none"> <li>- 64% were from Southeast Asia excluding Singapore</li> <li>- 25% from the rest of Asia</li> <li>- 11% from Oceania, Europe and the rest of the world</li> </ul>
<b>Total Exhibitors</b>	3,466, comprising of: <ul style="list-style-type: none"> <li>- 57% from Asia</li> <li>- 28% from Europe</li> <li>- 15% from the rest of the world (Americas, Oceania, Middle East and Africa)</li> </ul>
<b>Space</b>	2 venues, 1 mega show = 119,500 sqm of exhibition area

## Participation Details

<b>Exhibitor</b>	Rates: <a href="https://www.fhafnb.com/participating-options">https://www.fhafnb.com/participating-options</a> To book a space: <a href="https://www.foodnhotelasia.com/book-a-stand">https://www.foodnhotelasia.com/book-a-stand</a>
<b>For advertising/ sponsorship</b>	<a href="https://www.fhafnb.com/exhibit/sponsorship">https://www.fhafnb.com/exhibit/sponsorship</a>
<b>Visitor</b>	<a href="https://fhapwa.com/">https://fhapwa.com/</a>

• <b>Event</b>	<b>THAIFEX - Anuga Asia, Thailand</b>
Website	<a href="https://www.thaifex-anuga.com/en/">https://www.thaifex-anuga.com/en/</a>
Event Date	26 - 30 May 2020
Frequency	Annual
Location	IMPACT Muang Thong Thani, Bangkok, Thailand
About	<p>THAIFEX-Anuga Asia is the <b>leading annual international trade exhibition for F&amp;B, food service technology, retail &amp; franchise in Asia.</b></p> <p>It houses 11 trade shows under 1 roof. The recent rebranding of the trade event further cements THAIFEX – Anuga Asia as a gateway of choice for international companies looking to enter Asia, one of the largest economic zones in the world, and will serve as an international platform for rapidly-expanding Asian businesses. This one-stop food exhibition also features latest food producing technologies, related businesses and services, as well as a most fascinating culinary experience from the world of food.</p> <p>This event is jointly organized by Koelnmesse Pte Ltd, Department of International Trade Promotion (DITP) and The Thai Chamber of Commerce.</p>

#### STATISTICS

According to THAIFEX World of Food Asia 2019 Post Show Report (<https://thaifex-anuga.com/images/pdfs/2019-post-show-report.pdf>), the following were reported:

<b>Number of Visitors</b>	67,136, of which: <ul style="list-style-type: none"> <li>- 79% local</li> <li>- 21% international (mainly from Asia, Europe, USA, Middle East and Oceania)</li> </ul>
<b>Total Exhibitors</b>	2,745, comprising of: <ul style="list-style-type: none"> <li>- 51% international visitors from China, South Korea, Malaysia, Taiwan, Japan, Vietnam, Singapore, Turkey, Italy, India and others.</li> <li>- 49% local</li> </ul>

#### Participation Details

<b>Exhibitor</b>	<p>Rates:</p> <ul style="list-style-type: none"> <li>- USD 430/m<sup>2</sup> - Raw Space (Min. 18m<sup>2</sup>)</li> <li>- USD 510/m<sup>2</sup> - Standard Shell Scheme Booth (Min. 9m<sup>2</sup>)</li> </ul> <p>Book a space: <a href="https://www.thaifex-anuga.com/en/for-exhibitors/become-an-exhibitor">https://www.thaifex-anuga.com/en/for-exhibitors/become-an-exhibitor</a></p>
<b>For advertising and sponsorship</b>	<a href="https://www.thaifex-anuga.com/images/2020/pdfs/Ad&amp;Sponsorship-Guide-&amp;-Catalogue-[Final2].pdf">https://www.thaifex-anuga.com/images/2020/pdfs/Ad&amp;Sponsorship-Guide-&amp;-Catalogue-[Final2].pdf</a>
<b>Visitor</b>	Online pre-registration portal will be available by end March 2020.