

## Press Release

### **THAIFEX - ANUGA ASIA 2020 “The Hybrid Edition” Highlights “EAT RESPONSIBLY” Exhibition on Sustainable and Conscious Consumption Trends**

At THAIFEX - ANUGA ASIA 2020 “The Hybrid Edition”, one of the activities that gains tremendous interests among participants is **EAT RESPONSIBLY** exhibition. The exhibition aims to capture the new normal trends in modern consumption that focuses not only on taste or the benefits of the diet but also emphasizes on the origin of the ingredients and the processes of that particular dish.

The Department of International Trade Promotion (DITP) holds **EAT RESPONSIBLY** exhibition to present the latest consumption trends in an interesting fashion, inviting 112 Thai food business operators to showcase their products in the following 8 categories of exhibitions.

- ◉ **Future Food** is one of the food trends that is emerging around the world. The exhibition aims to present modern consumers' behavior and lifestyle in choosing convenient and quick meal while taking into consideration the health and environment impact as well as the food safety at the same time. This zone features four categories of future food concept. Functional Food offers food products with health-promoting ingredients and essential nutrients to the body, in the form of regular food instead of capsule or pills such as Soy Milk with Black Sesame or Pro-Biotic Milk tablets. Medical Food showcases food such as soup or nutritional jelly specifically developed for patients or those who are unable to eat normal diets. Novel Food exhibits innovative food with new manufacturing processes such as crispy yogurt and powdered egg whites. Finally, Organic Food displays chemical-free agricultural products such as organic cow's milk and organic eggs.

- ◉ **Free From Food** features consumption concepts for people who are allergic to certain substances in foods by focusing on food that is no additives or added nutrients to prevent allergic reactions. Eat Responsibly exhibition highlights the allergic reactions that affect people nowadays or dietary substances that could trigger symptoms of certain underlying diseases such as gluten or lactose, together with natural substitutes for sugar such as stevia, coconut flower sugar and Luo Han Guo.

- ◉ **Food Ingredients** showcase Thai kitchen staple condiments and seasonings to enrich the taste and complexity of food which will be classified in the flavors of the seasonings such as sweet, salty and sour. Eat Responsibly exhibition therefore highlights the seasonings that have long been used in the Thai kitchen, including, fish sauce, coconut milk and Sriracha chili sauce, to show the originality of Thai seasonings manufactured with care and hygiene in every step of production.

- ◉ **Asia's Herb to the World:** Herbs such as turmeric, black Krachai, Gotu Kola Herb, garlic, bergamot, lemongrass and mixed herbs, are local wisdom that has been with Thai people since the past. In this zone, the health benefits of herbs are presented including as a treatment to illness, body nourishment, beauty diet, or as ingredients for cooking.

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It also aims to combine the traditional wisdom with the use of innovation to add values and elevate the quality of Thai herbs.

- ◉ **New Protein Source:** Due to the changing behaviors of the consumers today, the proportion of meat consumption is cut down as they start to look for New Protein Sources. Eat Responsibly exhibition displays this concept of protein replacement to show the benefits of new proteins, including insects, nuts and other plants.

- ◉ **Thailand Trust Mark:** Consumers nowadays pay more attention to the quality of products made with fair labor, social responsibility and minimized environmental impacts. Thailand Trust Mark (T Mark) is, thus, another means of building confidence for consumers, importers and exporters. Eat Responsibly exhibition aims to present the T Mark logo to show its benefits towards both consumers and the world.

- ◉ **Style Bangkok Popup Showcase:** Kitchenware and tableware manufactured in Thailand is widely accepted for its high standard and quality. Thai business operators in this industry have high potential and production capacity with ability to meet the needs of both large-scale trade and retails. Besides, kitchenware and tableware from Thailand offers great variety and is beautifully and uniquely designed, part of which will be featured in this zone.

- ◉ **Halal to The World:** Halal certificate is a symbol to entrust products for both Muslim consumers and consumers in general. Eat Responsibly exhibition showcases products that meet the requirements of Islamic law certified by the scientific test and therefore are suitable for consumption for its cleanliness and nutritional value. Consumers can be confident that any contamination is under control from the process of selection, raw material preparation, production, packing, storage, distribution to sales. This certificate, thus, ensures that these food products and services are safe for consumption and proven high quality for export, as part of the mission to take Halal food in Thailand to the world's kitchen.

Apart from the food trend showcase, DITP also makes EAT RESPONSIBLY exhibition even more lively and interactive by inviting a professional chef, Chef Nick Natthaphon Phawaphaibun from Wang Hinghoi restaurant, to hold a cooking demonstration from raw materials showcased at the exhibition. The visitors can also receive free food testers from the exhibitors and a cloth bag as a souvenir.