



Hello [Insert Boss' Name],

I am writing to request your approval to attend **THAIFEX – Anuga Asia 2023**, Asia's leading food and beverage trade fair that will be held in **Bangkok, IMPACT, Muang Thong Thani, Thailand, from 23<sup>rd</sup> to 27<sup>th</sup> May 2023**. I firmly believe that this five-day event will immensely benefit our business and enhance my industry knowledge and skill set.

THAIFEX – Anuga Asia 2023 presents a unique opportunity to experience the convergence of 11 food and beverage (F&B) trade shows, 11 top trends, 6 special shows and 3 supporting programmes, making it the most targeted F&B platform in Asia. It is a prestigious event to explore new products, segments and trends while networking with the whole industry in one location.

With your approval, I'll be able to:

1. **Gain Inspiration:** THAIFEX – Anuga Asia is a one-stop platform for thousands of products and services innovations and leading trends that will set the benchmark for the industry in the coming years. This will be the perfect opportunity to find out the strength of the market and discover what's new.
2. **Enhance My Skills:** Gain exposure to rising start-ups, the supermarket of tomorrow, innovative HORECA solutions, a line-up of live cook-offs, business networking activities, and insightful live talks by experts. The future-forward and actionable insights from the show will empower and equip me as I approach my daily tasks at work.
3. **Build Connections:** With an estimated 2,000 exhibitors, 25 country groups, 2,500 high-profiled buyers, and some 60,000 visitors, THAIFEX – Anuga Asia will aid in high-value business and allow us to network with key players and game-changers within the high-paced industry.

Registration for THAIFEX – Anuga Asia 2023 is FREE, and the estimated cost to attend the event will be:

Registration	Zero
Airfare (if applicable)	\$
Hotel (if applicable)	\$
Meals	\$
Other expenses	\$
<b>Total cost to attend</b>	<b>\$</b>

It would be my privilege to represent our company at this esteemed gathering and return with valuable insights and connections. If granted permission to attend, I will eagerly share my experience and newfound learnings with the team.

Thank you for your consideration. Please do not hesitate to let me know if you need more information. I look forward to hearing from you.

You may visit <https://thaifex-anuga.com> for more details.

Best Regards,  
[signature]