

Press Release

DITP Introduces The New Faces Zone Featuring Potential Food SMEs Ready to Take Top Spot in THAIFEX 2019, Aiming to Boost Their Trade Opportunity in the Regional Scene



Ms. Banjongjitt Angsusingh, Director-General, Department of International Trade Promotion, revealed that Department of International Trade Promotion (DITP), Ministry of Commerce is hosting the region's largest and most comprehensive food and beverage trade show, "THAIFEX-World of Food Asia" or THAIFEX for the 16th consecutive year from 28 May - 1 June 2019 at IMPACT Arena Exhibition and Convention Center, Muang Thong Thani. THAIFEX – World of Food ASIA this year gears towards agricultural products, food and beverage, bringing 11 sector-specific trade shows under one roof together over 2,700 exhibitors from more than 40 countries to showcase their leading products. This year exhibitors also include new faces of food service operators from AUGVEG, Brazil, Colombia, Poland, Spain, Sri Lanka and USA who join THAIFEX for the first time and take this year Trade show to the next level. THAIFEX – World of Food Asia 2019 also offers visitors to experience the future of agriculture, food and beverage industry, the latest innovations as well as food and beverage product and design showcases under the four following concepts: (1) Food and Nutrition Trends (2) Business Operations (3) Beverage Innovation and (4) Technology and the Food Experience.





THAIFEX-World of Food Asia this year also gathers 94 Thai SMEs enterprises to exhibit their agricultural and food products in the zone **“NEW FACES : Global – Local Linkage”** spanning across over 477 sqm exhibition space, altogether 53 booths. The exhibitors are the SMEs entrepreneurs that are carefully selected by Office of Commercial Affairs under the NEW FACES : Global – Local Linkage program to seek the high potential agricultural product and food entrepreneurs from each province. The objectives are to strengthen the capacity of community and grass-root economy entrepreneurs in a sustainable manner, create distribution channels for farmers to reach new potential buyers while continuously boosting the export of Thai authentic and processed agricultural product to the global market in alignment with the Government’s Global – Local Linkage agenda. The participating entrepreneurs come from several provinces such as Chiang Mai, Khon Kaen, Songkhla, Chanthaburi, Sukhothai and Yasothon. The leading agricultural and food products showcasing in this zone include herbal drinks, fresh fruits, processed fruit, fruit juice, rice products, jasmine rice cake, organic rice and other organic products, seasoning sauce, etc,” revealed DITP’s Director General Ms. Banjongjitt Angsusingh.





In addition, THAIFEX – World of Food Asia 2019 also presents new activities to enhance the visitors' experiences in the future of food and beverage industry, while offering an exclusive hosted buyer program and services for top buyers and VIP visitors to deliver the highest quality business and trade facilitation.