



Press Release

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THAIFEX and Anuga renew their commitment to Asia through THAIFEX-Anuga Asia

The refreshed brand unites two leading F&B tradeshows - THAIFEX-World of Food Asia and Anuga - to facilitate improved knowledge-sharing, and expand opportunities for businesses to bring greater value to buyers, exhibitors and visitors

COLOGNE, 06 OCTOBER 2019 - THAIFEX-World of Food Asia has rebranded to further align with its parent exhibition in Europe, Anuga - the world's largest F&B tradeshow with a century of history. The collaboration of the two power brands will be 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. THAIFEX-Anuga Asia will bring attendees the latest insights taking the F&B industry by storm, and expose them to a wide network of quality buyers and visitors.

16 Years of Excellence

THAIFEX-World of Food Asia is co-organised by the Department of International Trade Promotion (DITP), the Thai Chamber of Commerce (TCC) and Koelnmesse. The synergies in the public-private partnership have enabled the trade fair to grow by over 370% in visitorship numbers since its inception. The rebranding to THAIFEX-Anuga Asia will take the trade fair to the next level as Anuga lends its 100 years of expertise.

"We are excited to bring the Anuga brand to Asia through THAIFEX-Anuga Asia. Anuga's celebrated history and reputation, combined with the local flavours from incumbent THAIFEX-World of Food Asia brings a powerful combination of expertise and networking. The rebranding will bring together the portfolios of both shows to expand cross-border outreach in terms of exhibitors and visitors. Industry resources on regional and global food trends will also cement the show's platform as a trusted avenue for knowledge-sharing and trade deals in Europe and Asia," said **Gerald Böse**, **President and CEO of Koelnmesse GmbH, co-organiser of THAIFEX-Anuga Asia.**

Expanded Business Opportunities

The focus of the trade fair remains unchanged - to catalyse business, trade and networking opportunities for the industry. "The refreshed brand of THAIFEX-Anuga Asia affirms the global standard of the trade fair as a springboard for F&B businesses in Thailand and Asia to connect with the rest of the world. THAIFEX-Anuga Asia is without a doubt a key business-to-business gateway for the F&B industry," said **Wittayakorn Maneenetr, Deputy Director General of DITP.**

"Through the unique synergistic collaboration between DITP, Koelnmesse and TCC, we are able to create more value for visitors and industry players at THAIFEX-Anuga Asia. Thai exhibitors have found success in expanding beyond the local market at the tradeshow, and we hope that the rebranded platform will further strengthen this growth," said **Dr Kitsana Vachekrilas, Secretary-General of TCC.**

THAIFEX-Anuga Asia
26-30 May 2020
www.thaifex-anuga.com

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Greater Value for Visitors

Visitors can also expect deeper insights, and greater knowledge-sharing and camaraderie between economies. The cooperation between the two mega shows will see a curated list of VIP buyers and heavyweight industry names in attendance for the highly-successful hosted buyer programme. Exhibitors and visitors can also look forward to exciting side events created from the smorgasbord of content between the two shows.

In addition, DITP will be curating thematic activities, including the “Street Food to the World” zone which brings together Street Food entrepreneurs with quality products that meet global standards and are ready to be exported to the world; and the “New Faces: The Regional Oriented” zone that introduces new F&B entrepreneurs with international products that originated from Thai businessmen.

Through the new and improved offerings, THAIFEX-Anuga Asia is well on its way to hit its own ambitious target of growing visitorship numbers by 20% in 2 years. The new brand will also pave the way for increased global participation, with new country entrants such as Austria expected next year.

“THAIFEX-Anuga Asia 2020 will mark the first time Austria is participating in the trade fair,” said **Günther Sucher, Commercial Counsellor, Austrian Embassy - Commercial Section**. “We hope to convey the Austrian taste to the visitors in Asia, and are confident that the tradeshow will clearly increase the presence of Austrian food and drinks in the region by engaging with other professionals in the industry, sharing our knowledge and offering our vast variety of high-class delicacies.”

The United States, who took part as an exhibitor for the first time this year, will also be returning with a bigger booth in 2020.

“The 2019 edition was a great one for us - we saw excellent turnout at THAIFEX - Anuga Asia, and all the exhibitors will return,” said **Russ Nicely, Agricultural Counselor, U.S. Department of Agriculture (USDA)**. “We plan to bring in even more exciting American companies to show Asia and the world what we have to offer.”

With an increased scale and elevated quality, THAIFEX-Anuga Asia 2020 promises a holistic programme to better equip the F&B industry with tools to stay ahead of the curve and solve pressing issues faced.

“Together, we will reinforce THAIFEX-Anuga Asia as a platform for visitors from all over the world to interact, exchange ideas and shape the future of the F&B industry. Look forward to an immersive and multi-sensory experience that is guaranteed to excite your senses,” said **Gerald Böse, President and CEO of Koelnmesse GmbH, co-organiser of THAIFEX-Anuga Asia**.

THAIFEX-Anuga Asia 2020 will take place from **26-30 May** at **IMPACT Muang Thong Thani, Bangkok, Thailand**.

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DITP-initiated events:

- (1) The "Street Food to the World" zone: Featuring street food entrepreneurs with quality products that meet international standards and are ready to be exported to the world.
- (2) The "New Protein Sources (Insect / Plant)" zone: Sharing information on new protein sources and how these products are processed from insects and plants.
- (3) The "Free-from Products" zone: Providing information on Free-from Products in various categories, such as Gluten-free / Lactose-free / Glucose-free / MCFA-free / Chemical-free.
- (4) The "The Best of Functional Food" zone: Exhibiting information on Functional Food / Novelty Food / Vegan as well as products.
- (5) The "Excellence Food Ingredients and the Hidden Story of Fish Sauce / Sriracha Sauce / Coconut Cream & Milk" zone: Sharing more on food ingredients and true stories about fish sauce, Sriracha and coconut milk.
- (6) The "Asia's Herb to the World" zone: Displaying fresh and processed herbal products being used in the F&B industry.
- (7) The "Asia's Best Franchises" zone: Gathering leading Thai and international operators in the F&B industry with franchises to showcase their business and attract business opportunities and visitors.
- (8) The "New Faces: The Regional Oriented" zone: Introducing new F&B entrepreneurs with international quality and potential products originating from Thai businessmen.
- (9) "The Standard of Organics", "Halal to The World", 60+ and Mom & Kids's products zones: Bringing innovative products in F&B from various new entrepreneurs.

Koelnmesse - Global Competence in Food and FoodTec

Koelnmesse is an international leader in organizing food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

About the Department of International Trade Promotion, Ministry of Commerce, Thailand

The Department of International Trade Promotion is committed to providing excellent service to Thai entrepreneurs in international business, including trade facility, cost reduction, value creation of goods and services, providing consultation for overseas market access and maintenance, as well as close cooperation with the private sector to promote Thailand as a major gateway of Asia.
<http://www.ditp.go.th/>

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About the Thai Chamber of Commerce

The Thai Chamber of Commerce plays a proactive role in representing the interests of the local Thai business community. <https://www.thaichamber.org/>

Note for editorial offices:

THAIFEX-Anuga Asia photos are available in our image database on the Internet at <http://www.thaifex-anuga.com> in the “Media” section.

Press information is available at: <https://www.thaifex-anuga.com/en/for-media/media>

If you reprint this document, please send us a sample copy.

More information about the event is available here:

Website: www.thaifex-anuga.com

Event Images: <https://thaifex-anuga.com/en/for-media/gallery>

Facebook: [THAIFEX-Anuga Asia](https://www.facebook.com/THAIFEX-Anuga-Asia)

Instagram: [@thaifexanugaasia](https://www.instagram.com/thaifexanugaasia)

LinkedIn: [THAIFEX-Anuga Asia](https://www.linkedin.com/company/thaifex-anuga-asia)

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