

Press Release

No. 02 / 28 May 2019, Bangkok

THAIFEX-World of Food Asia 2019 goes full throttle into the Future of Food; presents another record-breaking edition with more than 2,700 exhibitors

Largest dedicated food and beverage (F&B) trade show in the region equips businesses for the next few decades with new innovation showcases, as well as key business and networking opportunities

BANGKOK, 28 MAY 2019 - [THAIFEX-World of Food Asia](http://www.thaifexworldoffoodasia.com) kicks off its 16th edition today, filling up all 11 mega halls (107,000 sqm) at the IMPACT Muang Thong Thani in Bangkok. Asia's largest dedicated F&B trade show doubles down on technology and innovation, envisioning the F&B industry of the future. Opening with a VIP tour, THAIFEX-World of Food Asia features 11 trade shows under 1 roof, housing more than 2,700 exhibitors from 42 countries and regions. The trade show will welcome over 67,000 trade visitors across 5 dedicated trade days.

Asia Pacific is set to become the largest consumer of F&B by 2030, creating a huge market potential for established businesses and start-ups in the industry. Recognizing this opportunity, THAIFEX-World of Food Asia curated new special shows and an enhanced buyer program to connect businesses in this thriving and expanding region, and to ensure that F&B businesses have the right tools to future-proof themselves.

An immersive experience with new and revamped programs

THAIFEX-World of Food Asia 2019 introduces new programs which zoom in on trending topics that pose opportunities and challenges to the future of the industry. The [THAIFEXfuture Food Experience](#)⁺ presents revolutionary technology with four different themes on each day of the show - Food and Nutrition Trends, Business Operations, Food and Drink Innovation, and Technology and the Food Experience. Speakers include Dr. Akkharawit Kanjana-Opas, CEO, Food Innopolis, Nayos Thammaraks, General Manager, Chope Thailand and Dr. Sandhya Sriram, CEO and Co-Founder, Shiok Meats Pte. Ltd.

Making their debuts will be the THAIFEX Tech Pavilion and [THAIFEX Startup Zone](#). The former is a platform created to showcase ideas and F&B technology solutions, such as entry-level POS systems, high-end inventory, and content management system to innovative food delivery apps. Complementing the THAIFEX Tech Pavilion is the THAIFEX Startup Zone, which is designed to enhance interactive knowledge exchange with trade visitors and within the startup community. Startups will also have the opportunity to present their offerings through an integrated demo and presentation



THAIFEX-World of Food Asia
28 May - 01 June 2019

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stage, drawing interest from venture capitalists and prospective investors. Participating startups include Eden Agritech, Green Monday and Alchemy.

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Kalin Sarasin, Chairman of the Thai Chamber of Commerce and Board of Trade of Thailand, said, “As an internationally recognized F&B trade show with a cosmopolitan participation, THAIFEX-World of Food Asia is the perfect platform to showcase Thai businesses - be it established companies or young, exciting start-ups - and our local flavors to a global audience. We hope that trade visitors, buyers and exhibitors will take the opportunity to interact and exchange ideas with these innovative start-ups, and work together to shape the future of the F&B industry.”

Leadership in Food Innovation Conference

To catalyse discourse and sharing of insights, the [Leadership in Food Innovation Conference Series](#) features a collaboration between the Thailand Food Innovation Forum and the innofood Asia Conference. Key speakers include industry heavyweights from the Thailand Food and Drug Administration, LightBlue Environmental Consulting and The Healthy Marketing Team.

Hosted buyer program

THAIFEX-World of Food Asia 2019 features an augmented buyer program to drive business opportunities in this thriving and expanding region. Koelnmesse, the Department of International Trade Promotion, and the Thai Chamber of Commerce, are hosting over 2,000 buyers, including Circle K (convenience chain store in Vietnam), Aeon Big (M) Sdn Bhd (hypermarket chain in Malaysia), The Food Hall Indonesia (market leader and pioneer for gourmet supermarkets in Indonesia), Hankyu Oasis (supermarket in Osaka, Japan) and Hema Network Technology Co (Alibaba group).

“THAIFEX-World of Food Asia aims to be a gateway for businesses in Asia to reach out to the rest of the world,” said **Mathias Kuepper, Managing Director, Koelnmesse**. “This year, we have enhanced our Hosted Buyer Program to enable streamlined matching for exhibitors and hosted buyers, offering an increase in networking and business opportunities.”

Through an online portal, over 1200 business meetings have been arranged for the 80 hosted buyers invited by Koelnmesse.

A trade show with a strong standing both regionally and internationally

The trade show continues to have strong showing of local businesses (50%), represented by C.P. Group, Mitr Phol and SCG. Visitors can also expect 6 new country entrants including Spain, Poland, US, Australia (AUSVEG), Brazil and Sri Lanka.

- Spain features educational and culinary activities with a delectable selection of local wines, fresh and cured meats, confectionary and more

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- Poland makes its debut with a contingent of 11 participating companies
- The US pavilion is led by the U.S. Department of Agriculture's (USDA) Foreign Agricultural Service and will have 12 US exhibitors
- Exhibiting under Taste Australia, AUSVEG represents Australia's vegetable and potato industries and focuses on bringing the country's premium horticulture products to the world, especially key export markets like Asia
- The Brazil Ministry of Agriculture, Livestock and Food Supply and Ministry of Foreign Affairs collaborate to bring seven companies and a full range of products—including Amazon fruit pulp concentrates, butters and oils, açai products, propolis, canned corned beef and more—to the show
- The Sri Lanka Tourism Promotion Bureau presents a delicious combination of culture and cuisine including key tourism offerings such as the famed Buddhist Tourism Trail and adventure tourism

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“The F&B industry is one of ten high growth industries identified for Thailand, and THAIFEX-World of Food Asia acts as a catalyst to stimulate this important sector,” said **Banjongjitt Angsusingh, Director General of DITP**. “With a balanced line-up of international and local exhibitors from over 40 countries, as well as visitors and buyers from all over the world, the trade show serves a dual role of connecting global businesses looking to expand in Asia with regional decision makers, and encouraging the trading of Thai products and services.”

Crowd favorites return - Thailand Ultimate Chef Challenge

The internationally acclaimed Thailand Ultimate Chef Challenge (TUCC) returns for its 8th edition with a new focus on Asian Cuisine. New classes designed for the challenge include the “Asian Gourmet Challenge” and the “AEC Culinary Challenge”. As a testament to the international reputation of the show, this year marks the third time THAIFEX-World of Food Asia will be hosting the Qualifying Final Asia round of the Global Chef Challenge (GCC). Finalists will compete for the chance to represent their countries for the three categories: the “Global Chefs Challenge”, the “Global Pastry Chefs Challenge”, and the “Global Young Chefs Challenge - The Hans Bueschgens Trophy”.

THAIFEX-Anuga Asia: a refreshed brand to deliver an even stronger trade fair

THAIFEX-World of Food Asia will be rebranding to further associate and align with its parent exhibition in Europe, Anuga - the world's largest F&B tradeshow with a century of history, welcoming more than 7,000 exhibitors and 165,000 visitors from all over the globe in October 2019.

Through this rebranding, the trade fair will take on a new name: THAIFEX-Anuga Asia, building on the success, global recognition and brand value of Anuga. With its enhanced reputation, exhibitors can expect an increase in international visitors.

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Likewise, visitors and buyers can also expect a higher quality experience in terms of programs and exhibitors showcased.

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THAIFEX-Anuga Asia will be supported by co-organizers Koelnmesse, Department of International Trade Promotion and the Thai Chamber of Commerce, creating a unique synergy through this private-public partnership. Koelnmesse will carry the company's 90 years of rich history and established brand to the market, while the Department of International Trade Promotion and the Thai Chamber of Commerce will continue to expand the presence of Thai F&B businesses through this global stage. Thai manufacturers are strongly represented at Anuga, and their participation in THAIFEX-Anuga Asia will boost the bilateral relations between Asia and Europe, a significant step forward in the F&B industry.

THAIFEX-Anuga Asia will work to deliver an even stronger experience focused on enabling business, trade and networking opportunities for the industry.

THAIFEX-World of Food Asia 2019 is held from 28 May to 01 June. More information about the event is available here:

Website: www.thaifexworldoffoodasia.com

Facebook: [THAIFEX World of Food Asia](#)

Instagram: [@thaifexworldoffoodasia](#)

LinkedIn: [THAIFEX-World of Food Asia](#)

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About THAIFEX-World of Food Asia

THAIFEX-World of Food Asia is the leading annual international trade exhibition for food & beverages, foodservice technology, retail & franchise in Asia. It is a trade event to meet, establish new business networks and to heighten your success. This one-stop food exhibition also features latest food producing technologies, food safety standards, related businesses and services, as well as a most fascinating culinary experience from the world of food.

www.thaifexworldoffoodasia.com

About Koelnmesse

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

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customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business. Page 5/5
<http://www.koelnmesse.com.sg/>

Further information is available at: <http://www.global-competence.net/food/>

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/>

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/>