



Press Release

DITP, Thai Chamber of Commerce and Koelnmesse Affirm to Hold “THAIFEX - ANUGA ASIA 2020” in “The Hybrid Edition” of Tradeshow Combining Both Offline and Online Elements This 22-26 September

The Department of International Trade Promotion (DITP), the Thai Chamber of Commerce (TCC) and Koelnmesse from Germany, the official organizers of THAIFEX - ANUGA ASIA 2020, affirmed their readiness to host THAIFEX - ANUGA ASIA 2020 between 22-26 September 2020 at IMPACT Arena, Exhibition and Convention Center, Muang Thong Thani. THAIFEX this year presents the new hybrid edition of the trade show to align with the New Normal lifestyle under the name **THAIFEX - ANUGA ASIA 2020 “The Hybrid Edition”** where offline business negotiations will be held in conjunction with online. THAIFEX - ANUGA ASIA 2020 has received positive responses particularly from companies seeking to leverage new opportunities with 708 exhibitors, in total, who are committed to attending this year’s offline trade show, consisting of 519 business operators in Thailand and 189 international exhibitors across 15 countries participating through their representative offices in Thailand.

Mr. Somdet Susomboon, Director-General of the Department of International Trade Promotion Ministry of Commerce, revealed that even though the spread of the Covid-19 pandemic has affected businesses worldwide, the organizers have seen the positive recovering signs after COVID-19 in Thailand and therefore proceed to hold THAIFEX - ANUGA ASIA 2020 “The Hybrid Edition.” This year trade show presents a hybrid edition that combines Virtual Trade Fair and Virtual - Online Business Matching, as a new addition to the trade fair held regularly every year. THAIFEX - ANUGA ASIA 2020 is destined to connect the exhibitors with international buyers in order to stimulate the fast recovery in food and beverage industry through technology while catering to the demands of overseas F&B businesses and importers who are unable to travel to Thailand. DITP also highlights a virtual product showcase, THAIFEXporter Virtual Trade Show, which is to be held jointly.

As for the offline event, food and beverage product showcase is taking place at IMPACT Arena, Exhibition and Convention Center, Muang Thong Thani, with the newly added exhibition in front of the hall under the concept of EAT RESPONSIBLY. The exhibition presents the latest trends in modern consumption that not only focus on the taste or the benefits of food but also emphasize on the origin of the ingredients, processes or unique stories behind each dish through 8 categories of exhibitions, namely, Future Food, Free from Food, Food Ingredients, Asia’s Herb to the World, New Protein Source, Thailand Trust Mark, Style Bangkok Showcase and Halal to the World.



As THAIFEX - ANUGA ASIA 2020 is taking place amidst of the Covid-19 situation, the organizers have, thus, arranged strict measures to safeguard the health and wellbeing of all participants. The organizers are in close contact with Thailand's Centre for COVID-19 Situation Administration (CCSA) to address and implement safety guidelines on spacing, exhibition booth density, and various critical health and sanitation measures such as compulsory face mask in the exhibition area, temperature check as well as the management of participants and the safety precautions taken for overseas delegates to ensure no effects on all stakeholders in Thailand. Besides, a new pre-registration platform will be available for attendees to print their own badges at on-site registration counters, with better managed queues and minimised crowds so that all attendees can be assured of their health and wellbeing.

As for the "THAIFEXporter Virtual Trade Show," the online event organized by the Department of International Trade Promotion to help Thai businesses, many of which have been severely affected by the COVID-19 situation to enter business negotiations and initiate a virtual trade show via

www.thaifexportervirtualtradeshow.com. This initiative is in response to the rising trend of the new era trade show. The "THAIFEXporter Virtual Trade Show" features 3D Virtual booths which overseas participants can select products on the shelf, watch video clips, read through product catalogues, leave messages to schedule business negotiations in advance or choose to enter a business negotiation immediately. The opportunity will be open to Thai business operators to participate in THAIFEX - ANUGA ASIA 2020 "The Hybrid Edition" via online channel.

Mr. Kalin Sarasin, Chairman of The Thai Chamber of Commerce stated that "Thailand is the world's No. 11th largest producer and exporter of agricultural and food products and one of top ranked in Asia with the total export value of over 1.25 trillion baht. For the Thai food business in the New normal era has led to many new business trends. For instance, retailers, restaurants, or even traditional businesses are prompted to adjust their processes to online platform. We, thus, strive to provide industry professionals with the right opportunities to lead this change and quickly build back the business, as part of our mission to support industry professionals to fully benefit from these trends. THAIFEX - ANUGA ASIA 2020 "The Hybrid Edition" is, thus, held to boost the recovery of food and beverage industry, reviving confidence in Thailand as the market. It will also help the participating entrepreneurs leverage new opportunities to tap into markets in Asia and across the world. This year, 319 Thai companies have confirmed their participation in 1,116 booths. Among these exhibitors, 120 of them are SMEs and 90 of them are participating for the first-time. With this high number of exhibitors, this trade show can lead to multiple job creation, value added, income generation and economic value to the country. In addition, special privileges are offered to the participating entrepreneurs from Thailand, both Manufactures and Exporters,

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including 20% discount on event space, opportunity to enter business negotiations with buyers or importers through Online Business Matching, VDO Conference and Facebook Live to promote their products.”

Mr. Phusit Sasitaranondha, Managing Director of Kolenmesse Thailand, revealed that “although people around the world are facing the difficulty from the COVID-19 situation, the food and beverage has always been a key industry to the business sector. We are ready to overcome this current situation and proceed to strengthen industry professional in the food and beverage. This year, 189 international exhibitors from 15 countries participating through their representative offices in Thailand, including China, Japan, Korea, Malaysia, Singapore, Taiwan, Hong Kong, Vietnam, Brazil, Poland, Norway, Indonesia and Singapore, have confirmed their participation in THAIFEX - ANUGA ASIA 2020 “The Hybrid Edition”. This year event highlights also include THAIFEX Start Up Pavilion & Tech Pavilion, THAIFEX Taste Innovation Show and THAIFEX Trend Zone etc. including free online seminars for the first time.”

THAIFEX - ANUGA ASIA 2020 “The Hybrid Edition”, will be held for 5 show days from 22 - 26 September 2020. Trade days start between 22 - 26 September 2020 and public days start between 25- 26 September 2020. Unlike the past editions of only a single day of opening to the public, there will be 2 public days to encourage local consumption and spending.

For further information, please contact:

- Public Relations Department, Integrated Communication Co.,Ltd.,
Tel.: 0 2354 3588 Website: www.incom.co.th
- Ms. Usanee Thavornkarn
Tel.: 081 984 5500 Email: usanee@incom.co.th