



THAIFEX - Anuga Asia
22-26 September 2020

www.thaifex-anuga.com

Press Release

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THAIFEX - Anuga Asia gears up to serve the F&B industry

THAIFEX - Anuga Asia affirms that it will hold the exhibition from 22 - 26 September 2020, being one of the first international trade exhibitions to take place physically in Q3/Q4 this year. As Thailand further eases its COVID-19 restrictions in June, businesses and exhibition venues are gradually re-opening.

F&B has always been a key industry, and the trade show aims to boost its recovery, reviving confidence in Thailand as a market. It will also help participants leverage new opportunities to reach out to the rest of Asia and beyond.

BANGKOK, 08 JULY 2020 - Thailand has seen many positive developments in its recovery from COVID-19, ranking [2nd globally](#) and [1st](#) in Asia in the Global COVID-19 Index. The country has entered Phase 5 and has opened all domestic borders. It will also be the first APAC nation to re-open its borders to travellers and businesses through the creation of 'travel bubbles', which will welcome foreign visitors from selected countries that have managed to contain the outbreak. Against this backdrop, THAIFEX - Anuga Asia has reinforced its commitment to holding the 17th edition of the trade fair, empowering attending F&B professionals to kick-start their journey to recovery.

With new enhancements and safety measures implemented to adapt to the 'New Normal', THAIFEX - Anuga Asia, will be held in Bangkok from 22 - 26 September 2020. This year's exhibition will be a 'transitional event' focusing on Thailand and its neighbouring Asian countries. The 'transitional event' will include several essential enhancements to reboot, such as the improved event website experience, enhanced pre-registration platform, and a brand-new THAIFEX - Anuga Asia Virtual Meet. Attendees can look forward to 5 show days, and unlike past editions of only a single day of opening to the public, there will be 2 public days to encourage local consumption and spending.

Prioritising the wellbeing of participants

THAIFEX - Anuga Asia is co-organised by the Department of International Trade Promotion (DITP), the Thai Chamber of Commerce (TCC) and Koelnmesse. As the health and welfare of all stakeholders is the top priority, comprehensive measures have been planned and arranged to safeguard their wellbeing. The organisers are in close contact with Thailand's Centre for COVID-19 Situation Administration (CCSA) to

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address and implement safety guidelines on spacing, management of overseas participants, show density, and many more critical health and sanitation measures, to ensure the safety of local and overseas participants.

A new pre-registration platform will be available for visitors to print their own badges at on-site registration counters, with better managed queues and minimised crowds. With these various measures in place, attendees can rest assured and fully enjoy the range of activities across the 11 trade shows all under one roof.

"Post-COVID-19, the F&B industry will be presented with new options for growth and success. We want to provide industry professionals with the right opportunities to lead this change and quickly build back their business. THAIFEX - Anuga Asia aims to provide a safe venue for all our stakeholders, enabling them to fully engage with each other and connect with the right partners to kick-start these discussions," said the organisers of THAIFEX - Anuga Asia.

A hybrid trade show

The trade show this year will include both online and offline elements with virtual options made available for selected event highlights. An improved event website has been set up for easy navigation for visitors to explore and discover more information on activities prior to, or during the trade fair. Activities such as the Future Food Experience+ will be returning as a fully digital experience, where selected panel discussions will be conducted via livestream sessions or pre-recorded webinars. Exhibitors will also benefit from wider exposure through streaming on Facebook Live, and with their information pinned on the event's Facebook page, off-site viewers will be encouraged to reach out and contact them directly.

This unique workaround enables THAIFEX - Anuga Asia to maintain the same rigour and wide selection of activities while adapting to the safe-distancing environment. Both offline and online visitors can look forward to supporting programmes being delivered in new formats; all with the consistent focus on industry knowledge sharing, business networking and greater exposure in the market. Beyond the actual event days, buyers will be able to access an upgraded online platform to make direct requests for quotes and information from exhibitors. The [platform](#) is already active and will continue through the event till the end of 2020, providing exhibitors maximum mileage to influence a wider audience.

Jason Foo, Senior Vice President, Morinaga Nutritional Foods (Asia Pacific) Pte. Ltd. remarked that, "COVID-19 has affected business all over the world, and is a reminder of how critical it is to have trusted sourcing channels and suppliers. I am heartened

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to see that THAIFEX - Anuga Asia will be taking place as scheduled, signaling the start of recovery. This exhibition will allow us to widen our network beyond geographical borders and help our business to resume and expand.”

Connecting with business partners across the globe

The current climate has propelled new trends such as retailers, restaurants and even traditional businesses shifting their processes online. To help businesses leverage these trends and connect with peers for new collaboration, the Hosted Buyer Programme will expand its outreach to include top Thai buyers for the first time. With increased global reliance on digital retail platforms from businesses and consumers alike, the Programme will also create sourcing opportunities for buyers from e-commerce platforms. In addition, DITP’s Trade Missions will continue to invite buyers from designated Asian countries where COVID-19 situations are under control.

This year, the Hosted Buyer Programme will be extended to include a Virtual Meet where exhibitors will be able to interact with a curated group of 500 global buyers over conference. This will be available to all exhibitors after the trade show from 29 September to 2 October to cater to buyers that are unable to be physically present at the event.

“Despite the challenges people around the world are facing, F&B remains essential and business must go on. We are ready to not only tide through this current situation, but to enable the F&B industry to come out stronger as changes in consumer behaviour undoubtedly create new opportunities. Through THAIFEX - Anuga Asia, we hope that stakeholders will be equipped with the knowledge and connections to thrive in the new normal,” said the organisers of THAIFEX - Anuga Asia.

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Koelnmesse - Global Competence in Food and FoodTec

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, 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. Further Information is available at: <http://www.global-competence.net/food/>

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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>

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More information about the event is available here:

Website: www.thaifex-anuga.com

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

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