

thaifex
anuga
ASIA

EDITION

THE HYBRID

TWO POWER BRANDS, ONE GREAT EXPERIENCE

WE HYBRID+ YOUR BUSINESS OPPORTUNITIES

25-29
MAY 2021

IMPACT

MUANG THONG THANI
BANGKOK, THAILAND

www.thaifex-anuga.com



JOINTLY ORGANISED BY



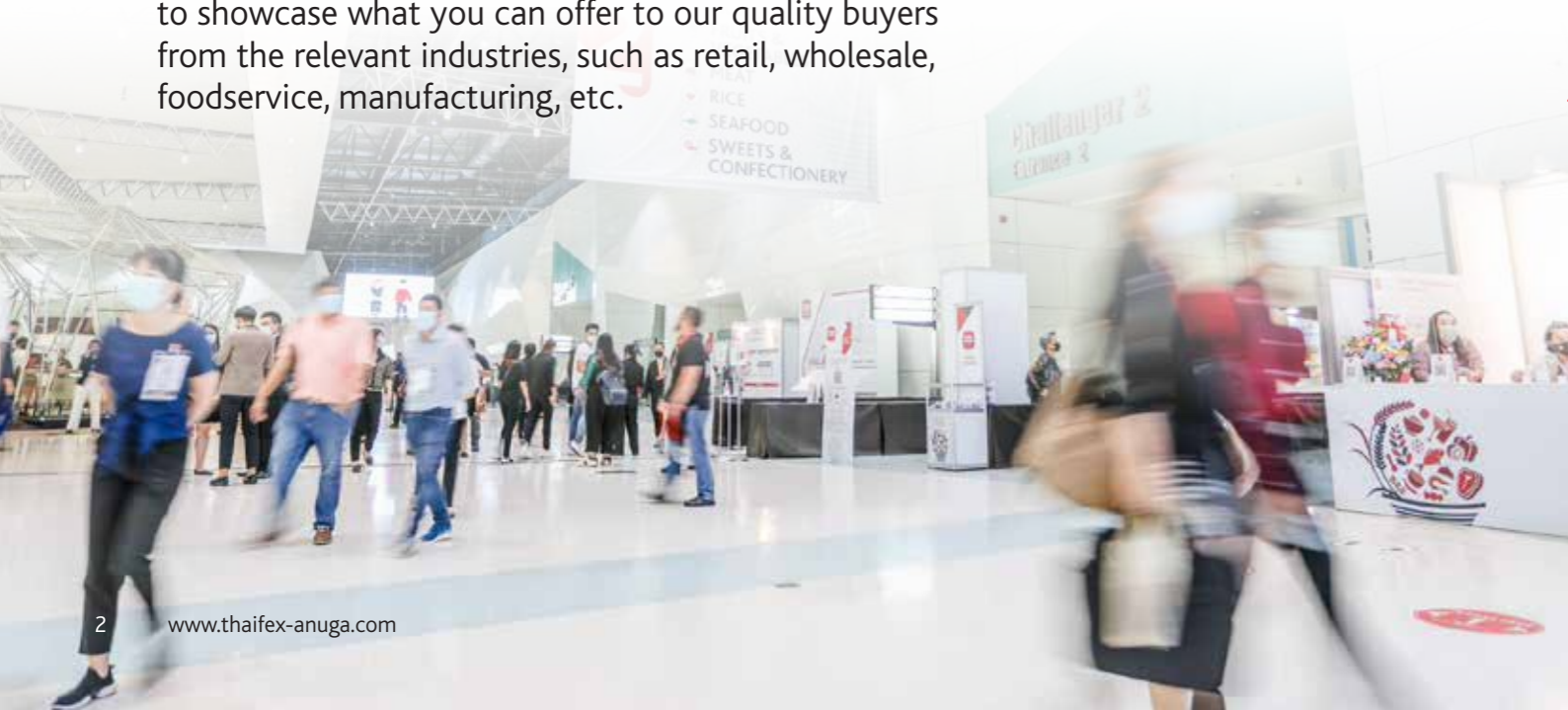


LEAD THE CHANGE WITH US, PHYSICALLY AND VIRTUALLY

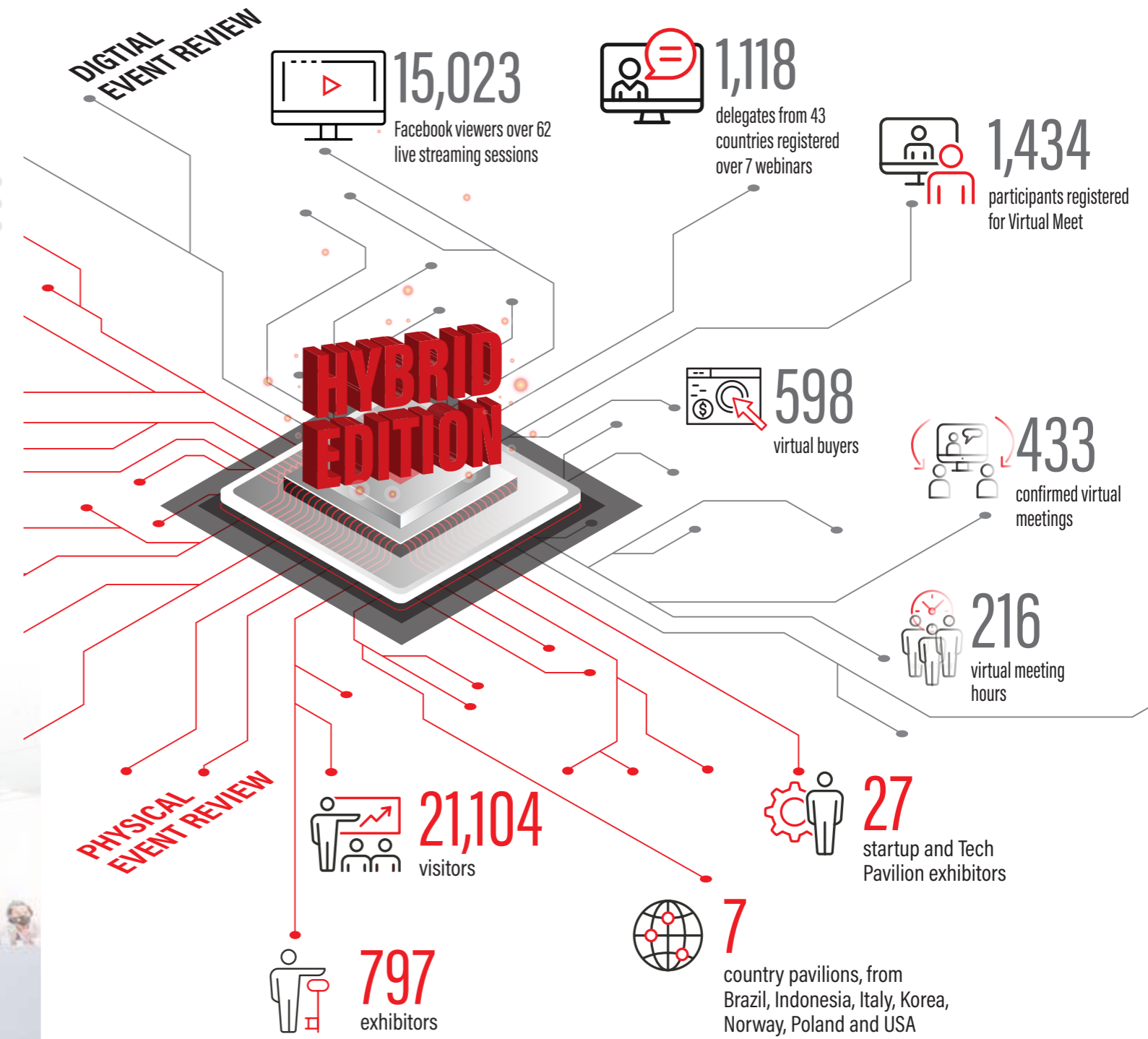
With a proven track record bolstered by the collaboration of two reputable brands - **THAIFEX and Anuga**, we are committed to bring you one great experience – both physically and virtually.

Business networking and market exposure continue to be our focus points to ensure that you receive maximum return on investment (ROI) with us.

Lead the change in the food and beverage industry with us! We provide you both physical and virtual platforms to showcase what you can offer to our quality buyers from the relevant industries, such as retail, wholesale, foodservice, manufacturing, etc.



THAIFEX – ANUGA ASIA 2020 “THE HYBRID EDITION” BY THE NUMBERS



LEVERAGE ON THE **MANY OPPORTUNITIES TO SHOWCASE** TO THE INDUSTRY WHAT YOU CAN OFFER

PRE-SHOW

- Future Food Experience+ Webinar Series
- THAIFEXporter Virtual Trade Show (VTS)

THAIFEXPORTER VIRTUAL TRADE SHOW (VTS)

A 365-day initiative by the Department of International Trade Promotion, for the local Thai exporters.

NEW PRODUCTS HIGHLIGHTS

Get featured in our dedicated webpage where buyers can view all new products presented at the show.

LIVE STREAMING SESSIONS

Introduce what you have to offer to buyers who are not onsite through our live streaming sessions.

HOSTED BUYER PROGRAMME

Benefit from targeted business meetings with curated key procurement decision-makers in Asia Pacific and Indochina.

VIRTUAL MEET

Generate meaningful new leads with our pool of curated buyers even after the show - The networking and business discussions continue virtually as we venture online.

Virtual Meet allows buyers to meet with you, without having to be physically present at the event.

FUTURE FOOD EXPERIENCE+ WEBINAR SERIES

Gain insightful knowledge from our Future Food Experience+ webinars while you prepare for the show.

INSPIRATION TOUCHPOINTS

- **THAIFEX - Anuga Trend Zone**
Learn insightful and cutting-edge research information and the top 10 F&B trends from the team of experts at Innova Market Insights.

- **THAIFEX - Anuga taste Innovation Show**
Boast your innovative food products and product designs as we display the top innovations from across the 11 trade shows and 3 special shows.

iKITCHEN

Be involved as a Strategic Partner if you are a kitchen equipment manufacturer, supplier or contractor looking to reach out to new clientele in HORECA.

ONSITE

- Exhibition
- Inspiration Touchpoints
- Live Streaming Sessions
- Hosted Buyer Programme
- iKitchen

POST-SHOW

Virtual Meet

PRE-SHOW

ONSITE
(25 - 29 May 2021)

POST-SHOW
(01 - 04 June 2021)

WHY EXHIBIT?

Utilising both the physical and digital platforms



CONNECT

with qualified buyers before the event through our pre-show webinars



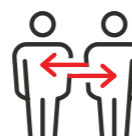
GENERATE

meaningful leads with buyers across the globe during Virtual Meet after the physical event



FOCUS

on 11 sector-specific trade shows, 3 special shows, 11 trend topics, under one roof



COMMUNICATE

your market presence and brands in the lucrative Asia Pacific and Indochina food & beverage market



MEET

face to face with key decision makers from the region onsite at our buzzing showfloor



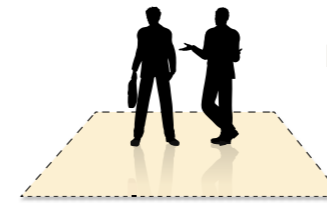
REACH

beyond the physical event to buyers who are not physically at the event through our Facebook live streaming



SECURE YOUR PARTICIPATION AND INFLUENCE THE MARKET WITH US TODAY!

Participation Options



RAW SPACE
US\$ 430 per sqm



STANDARD SHELL SCHEME
US\$ 510 per sqm

Network Beyond Your Physical Booth

HYBRID+	EXHIBITOR		NON-EXHIBITOR	
	STANDARD @ COMPLIMENTARY	PREMIUM @ US\$500	STANDARD @ US\$1,000	PREMIUM @ US\$2,000
PRE-SHOW : FEB - MAY 2021 WEBINAR / NETWORKING				
Access to webinar / online networking with the THAIFEX - Anuga's F&B community	✓	✓	✓	✓
ONSITE: 25 - 27 MAY 2021, HOSTED BUYER PROGRAMME				
Hosted Buyer Programme	✓	✓	✗	✓
POST-SHOW: 01 - 04 JUNE 2021, VIRTUAL MEET				
Meetings/Video Calls	Access up to 10 Meetings/Video Calls	Access up to 20 Meetings/Video Calls	Access up to 10 Meetings/Video Calls	Access up to 20 Meetings/Video Calls
1 - to - 1 Live Chat	✓	✓	✓	✓
Company Profile	✓	✓	✓	✓
Video Upload* (Limited to 1 video @ Max. 60 sec video)	✗	✓	✗	✓
Product Image	5 images	10 images	5 images	10 images
AI Matchmaking	✓	✓	✓	✓
Access to Buyer's Sourcing Page	✗	✓	✗	✓
THAIFEXporter Virtual Trade Show is eligible for Thai Exporters only				

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