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# TWO POWER BRANDS, ONE GREAT EXPERIENCE



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Bangkok, Thailand



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# FUTURE FOOD MARKET

## 1.0 About the Area

### CREATE THE FUTURE OF FOOD AND TRANSFORM THE INDUSTRY

Are you and your company creating the future business of food and beverage industry?

Future Food Market is the place for your innovative products and solutions for the industry. This Special Zone will showcase Food and Beverage Technologies, Alternative Ingredients, Nutrition, and Sustainable Solutions.

Join us to meet with more than 40,000 F&B visitors and buyers from Asia and beyond!



# 1.0 FUTURE FOOD MARKET

## Spotlight on the best F&B products of tomorrow



### ALTERNATIVE PRODUCTS AND NEW NUTRITION

Plant-based  
Alternative Proteins  
Vegan/Vegetarian  
Free-From, Functional Foods, and Natural Ingredients  
Healthy: Sugar/Salt/Fat-reduced products



### INTERNET OF FOOD

E-Commerce  
Robotics, AR/VR  
Digital Platform and Processes  
Content & Media



### SUSTAINABILITY

Fairly and Sustainably Produced  
Zero-Waste and Re-use Food  
Edible Packaging, Functional Packaging

## 1.2 WHY EXHIBIT WITH US?



Present your innovative product as one of the future industry trends to **achieve a mindshare of buyers and other market players**

**Multiple branding and marketing opportunities** additional to product presentation at your booth



Perfect place to **build new networks and collaboration:**  
Connect with industry players and solution providers  
Reach out to investors, buyers, and partners of the food and beverage ecosystem in Thailand and beyond!

# 1.1 WHO YOU WILL MEET

## INDUSTRY (visitors)

Accelerators/Incubators  
Investors/Buyers  
Research institutions

## SOLUTIONS PROVIDERS

Food Tech companies  
E-Commerce and retail platforms  
Foodservice technology

## F&B (exhibitors)

Manufacturers

- New Food and Beverages
- Alternative Proteins
- Plant-based
- Snacks/Confectionery

## 1.2 WHAT'S INCLUDED?

### YOUR ONSITE BENEFITS

- ✓ A fully on-site furnished booth stand
- ✓ Access to 5-day exhibition and in-hall activities
- ✓ Opportunity to be selected as one of the Top Innovative Products at THAIFEX-Anuga Taste Innovation Show (product showcase)

### COMPLIMENTARY MARKETING BENEFITS

- ✓ Onsite livestreaming activity – screened live on THAIFEX-Anuga Facebook page
- ✓ Marketing campaign (e-mailer and social media post)\*
- ✓ Company logo on event website

*Reach out to us today to customise your package!*

*\* All marketing material and content to be provided by exhibiting company, subject to organiser's approval.*

# Questions?

Contact Us!  
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