



Hello [Insert Boss' Name],

I am writing to seek your approval to attend Asia's leading food and beverage trade fair at **IMPACT Muang Thong Thani, Bangkok, Thailand, from 24-28 May 2022**, which I firmly believe will be an invaluable 5-days business event that will benefit our business and develop my knowledge and skillsets.

THAIFEX – Anuga Asia 2022 is a one-stop destination that features 11 trade shows, Asia's most targeted F&B networking platform, and a driving force for new products, market segments, and trends in the post-pandemic era. It is a prestigious event to witness, experience, and connect with the whole industry all in one place.

With your approval, I'll be able to:

1. **Be Inspired:** THAIFEX – Anuga Asia is the platform for thousands of products and services innovations and leading trends that will set the benchmark for the industry in the coming years. This will be the perfect opportunity to find out the strength of the market and discover what's new!
2. **Be Equipped:** From pre-show webinars to top trends to rising start-ups and first-time exhibitors, and to the newly launched segment, 'THAIFEX – Anuga Future Food Market', the future-forward actionable insights gathered from the show will empower and equip me as I approach my daily work at work.
3. **Be Well-Connected:** With an estimate of 1,200 exhibitors, 12 country pavilions, 2,500 high-profiled hosted buyers, and some 40,000 visitors reconnecting physically and within the online networking site made accessible pre, during, and post-show, THAIFEX – Anuga Asia will aid in high-value business and allow us to network with key players and game-changers within the high-paced industry.

With Thailand's reopening and the relaxation of entry schemes by the Centre for COVID-19 Situation Administration (CCSA), and the comprehensive safety measurements and admission rules for the tradeshow. The show is both an easily accessible and a safe business platform for all international and local participants.

The registration for THAIFEX – Anuga Asia 2022 is FREE, and the estimated cost to attend THAIFEX – Anuga Asia 2022 will be:

Registration	Zero
Airfare (if applicable)	\$
Hotel (if applicable)	\$
Meals	\$
Other expenses	\$
<b>Total cost to attend</b>	<b>\$</b>

Should I receive approval to attend this event, I'll be more than happy to share my experience and learnings from THAIFEX – Anuga Asia 2022 with the team.

Thank you for your consideration. Please do not hesitate to let me know if you need more information. I look forward to hearing from you.

You may visit <https://thaifex-anuga.com/en/> for more details about the event.

Best Regards,  
[signature]