



Press Release

No. 3 / May 2022, Thailand

THAIFEX - Anuga Asia 2022 kicks off the first event day in commencement of a week of F&B innovation and a journey into the future of food

Bangkok (24 May 2022) - THAIFEX - Anuga Asia 2022 food and beverage trade fair officially welcomes exhibitors and visitors to IMPACT Muang Thong Thani for the region's biggest event created to meet the needs of F&B industry operators and product innovators. From the 24th to the 28th of May, top players creating products that usher in advancements in coffee & tea, drinks, fine food, food services, food technology, frozen food, fruits & vegetables, meats, rice, seafood, and sweets & confectionery will showcase their unique approaches to designing and producing products which meet consumer needs, as the sector moves forward into an era of positive opportunity and boundless growth through innovation!

The 2022 "restart" brings a total of 1603 exhibitors at IMPACT Muang Thong Thani, more than double when compared to the last event in 2020. The 881 international exhibitors this year clearly highlight that Thailand is open and it also reinforces that THAIFEX - Anuga Asia plays in accelerating the industry's recovery from the pandemic.

Out of those 881 international exhibitors from 36 countries, 27 of these are represented by countries & provincial groups; the largest country group comes from South Korea this year, followed by Vietnam, Malaysia, Turkey, and Italy. For exhibitors from markets such as China which have not been able to join the event physically, exhibitors have taken advantage of the opportunity to assume a presence by way of remote booths to join virtually. This clearly shows that businesses are taking action to overcome travel limitations. As industry players race to jumpstart growth and capture prospects, it becomes increasingly important to position themselves on the leading frontier of food. THAIFEX - Anuga Asia 2022 provides such a platform by connecting operators throughout the value chain to facilitate idea exchange and immediate, highly-effective trading.

THAIFEX - Anuga Asia

24-28 May 2022

www.thaifex-anuga.com

Your contact:

Faith Lim

Tel.

+65 6500 6707

E-mail

Faith.lim@koelnmesse.com.sg

www.koelnmesse.com.sg

Koelnmesse

Pte. Ltd. 152

Beach Road

#25-05 Gateway East

Singapore 189721

Tel. +65 6500 6700

www.koelnmesse.com.sg

Jinjuta Masook

Tel.

+66 2507 8356

E-mail

jinjutam@ditp.go.th

Department of
International Trade
Promotion

Ministry of Commerce

563 Nonthaburi Rd., A.

Muang Nonthaburi 11000,

Thailand

www.ditp.go.th



“The F&B industry has been heavily disrupted due to the impact of Covid-19. Both businesses and consumers are plagued by high food costs, food shortages, food wastage, supply chain and production issues. THAIFEX - Anuga Asia 2022 is a platform where we can help to alleviate these challenges and drive value in the F&B industry, allowing F&B businesses to collaborate and cross-innovate in a short span of time. The result of this would be an increase in diversification, new growth opportunities, new innovations, optimizing operations, and value creation for stakeholders,” concluded Mathias Kuepper.

Future Food Experience+ (FFE+) aims to close the gaps in the F&B industry by bringing actionable insights to the community. This series of talks cover a wide range of topics, including FoodTech, Foodservice, Plant-based, and sustainability. The stage will gather key industry experts, regional and global thought leaders, and professionals to exchange ideas and forge new linkages. It is the platform to drive mindset shifts, letting players “get ahead of the curve” and achieve business goals. It also gives exhibitors the chance to showcase their latest technologies, products and services on the FFE+ stage specifically, providing entrepreneurs with a highly prominent platform from which they can achieve objectives and capture intense interest from an engaged, keen and relevant industry audience.

Tuesday 24th of May (Day One) of FFE+ features a packed roster of programmes for the opening day of the tradeshow. In the morning session, Innova Market Insights, the official knowledge partner for THAIFEX - Anuga Asia, will offer an amalgamation of industry trends and insights that are propelling business growth, with perceptions on the packaging, technology, and flavour drivers. Visitors will learn from Innova Market Insights experts and see first-hand the products which are already taking on these trends. Innova's Top Ten Trends for 2022 (Livestream) will kick off the Future Food Experience+, which connects new ideas, innovations, and technologies shaping the future of F&B.

During the afternoon session, “SOS Presents: The Road to Zero Food Waste” will host an hour-long plenary on sustainability and circularity in the regional food industry. THAIFEX - Anuga Asia is partnering with Scholars of Sustenance (SOS) to ensure zero food waste. At the end of the show, SOS will collect all the surplus food from exhibitors, and the rescued food will be distributed to beneficiaries in low-income communities, orphanages, and shelters, including the most vulnerable groups in society. The session will provide insights into ways in which the industry is able to offer solutions on how more environmentally harmonious, efficient and reusable processes, materials and solutions can contribute to a reinvigorated sector that meets its obligations for protecting our world and mitigating global hunger.

THAIFEX - Anuga Asia
24-28 May 2022
www.thaifex-anuga.com

Your contact:
Faith Lim
Tel.
+65 6500 6707
E-mail
Faith.lim@koelnmesse.com.sg

Koelnmesse
Pte. Ltd. 152
Beach Road
#25-05 Gateway East
Singapore 189721
Tel. +65 6500 6700
www.koelnmesse.com.sg

Jinjuta Masook
Tel.
+66 2507 8356
E-mail
jinjutam@ditp.go.th

Department of
International Trade
Promotion
Ministry of Commerce
563 Nonthaburi Rd., A.
Muang Nonthaburi 11000,
Thailand
www.ditp.go.th



Day One's evening session presents the Start-up Showcase, in which some of the region's most exciting pioneers in emerging areas of F&B will lead sessions dedicated to entrepreneurs, product innovation and exploring possibilities in the future of food. It will also be a valuable platform for connecting industry players to new market opportunities, as they seek to respond directly to buyer needs. This year, the show introduces around 25 specially chosen startup companies showcasing and pitching their products to a captive audience of potential business partners, venture capitalists and prospective investors. The F&B industry will also get first-hand insights into the next big innovation at the show's startup zone.

THAIFEX - Anuga Asia 2022 runs from 24th of May (Tuesday) to 28th of May (Saturday), and the organizers jointly welcome and encourage visitors to join event days throughout the week, with more to discover and a packed roster of innovative programs and special shows every day. Day Two will officially be set into motion with the Welcome Speech and Opening Ceremony by **H.E. Jurin Laksanavisit, Deputy Prime Minister & Minister of Commerce**, and joined by representatives of: the Director-General of the Department of International Trade Promotion, the Chairman of the Thai Chamber of Commerce, and the Managing Director of Koelnmesse, Mathias Kuepper. THAIFEX - Anuga Asia 2022 invites all participants, including those not present for the first day of the show, to join Day Two and subsequent event days, and take part in this important journey into the future of food!

THAIFEX - Anuga Asia 2022 is organised by Department of International Trade Promotion, Ministry of Commerce, Thailand ([DITP](http://www.ditp.go.th)), Thai Chamber of Commerce ([TCC](http://www.tcc.or.th)) and Koelnmesse. For more information, please visit <https://thaifex-anuga.com/en/>. To view the Live Stream during the event cast, please follow <https://www.facebook.com/thaifexanugaasia/>.

-ENDS-

THAIFEX - Anuga Asia
24-28 May 2022
www.thaifex-anuga.com

Your contact:
Faith Lim
Tel.
+65 6500 6707
E-mail
Faith.lim@koelnmesse.com.sg

Koelnmesse
Pte. Ltd. 152
Beach Road
#25-05 Gateway East
Singapore 189721
Tel. +65 6500 6700
www.koelnmesse.com.sg

Jinjuta Masook
Tel.
+66 2507 8356
E-mail
jinjutam@ditp.go.th

Department of
International Trade
Promotion
Ministry of Commerce
563 Nonthaburi Rd., A.
Muang Nonthaburi 11000,
Thailand
www.ditp.go.th



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:

<https://www.koelnmesse.com/current-dates/all-trade-fairs/>

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/>

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:

Press information is available at: <https://thaifex-anuga.com/en/for-media/media>. If you reprint this document, please send us a sample copy.

More information about the event is available here:

Website: www.thaifex-anuga.com Facebook: THAIFEX-Anuga Asia Instagram: @thaifexanugaasia LinkedIn: THAIFEX-Anuga Asia

THAIFEX - Anuga Asia

24-28 May 2022

www.thaifex-anuga.com

Your contact:

Faith Lim

Tel.

+65 6500 6707

E-mail

[Faith.lim@](mailto:Faith.lim@koelnmesse.com.sg)

koelnmesse.com.sg

Koelnmesse

Pte. Ltd. 152

Beach Road

#25-05 Gateway East

Singapore 189721

Tel. +65 6500 6700

www.koelnmesse.com.sg

Jinjuta Masook

Tel.

+66 2507 8356

E-mail

jinjutam@ditp.go.th

Department of
International Trade
Promotion

Ministry of Commerce

563 Nonthaburi Rd., A.

Muang Nonthaburi 11000,

Thailand

www.ditp.go.th

Your contact:

Faith Lim
Manager, Marketing Communications

Koelnmesse Pte. Ltd.
152 Beach Road
#25-05 Gateway East
Singapore 189721

Tel. +65 6500 6700
faith.lim@koelnmesse.com.sg
www.koelnmesse.com.sg

Jinjuta Masook
Office of Agricultural and Industrial Trade
Promotion

Department of International Trade
Promotion, Ministry of Commerce
563 Nonthaburi Rd., A. Muang Nonthaburi
11000, Thailand

Tel. +66 2507 8356
jinjutam@ditp.go.th
www.ditp.go.th