



TASTE THE WORLD SAVOR ASIA

29-02
MAY JUNE
2018

IMPACT

Muang Thong Thani
Bangkok, Thailand

SHOW OVERVIEW

Exhibitors and Visitors 2018

Exhibitors	2,537
Visitors	62,039

PRESS COVERAGE



804 Journalists from 50 countries	
PR Value Generated	US\$26 million

SPECIAL SHOWS & ACTIVITIES

THAIFEXtaste INNOVATION SHOW

Over 800 product innovation submissions
50 products were selected for THAIFEXtaste Innovation Show



21 conference sessions and 2 panel discussions
104 delegates from 11 countries
24 speakers from 10 countries



>1,300 entries from 11 countries
>40 international judges from 11 countries

EXHIBITORS

Origin of the Exhibitors



Total Numbers of Exhibitors: 2,537

Top 10 Countries of Origin of Exhibitors from Abroad

1. China	6. Vietnam
2. Korea	7. Italy
3. Taiwan	8. Singapore
4. Japan	9. Turkey
5. Malaysia	10. India



83% of the exhibitors are very satisfied/satisfied with the quality of the visitors

Exhibitors Listed by Trade Show

Fine Food	1,293
Sweets & Confectionery	255
Fruits & Vegetables	174
Food Technology	136
Drinks	114
Seafood	105
Food Service	91
Coffee & Tea	86
Frozen Food	77
Rice	74
Meat	20
THAIFEX Organic Market	71
THAIFEX Halal Market	38
THAIFEX Franchise Market	3

"A very successful show. Visitor numbers were up and there was a lot of good quality buyers this year. Our stand was busy all the time, with a lot of interest in Australian produce. We will certainly be coming back."

– Margaret McLelland
General Manager, Melbourne North Food Group (Australia)

Exhibitors Listed by Trend Topic

Halal	765
Health & Functional Food	676
Private Labels	616
Vegetarian Products	431
Organic Products	354
Gluten-free	336
Vegan Products	304
Finger Food	296
Kosher	219
Franchise	126

VISITORS

Origin of the Visitors



Total Numbers of Visitors: 62,039

Origin of the Visitors from Abroad

North Asia	4,746
Southeast Asia excl. Indochina	3,124
Europe, USA & Rest of the World	1,892
Indochina	1,878
South Asia	709
Middle East	393
Oceania	368



79% of the visitors are satisfied

Visitors Listed by Industry

Importer / Wholesaler	23,583
Manufacturer / Processor	16,787
Café / Restaurant / Catering	15,331
Retailer / Department Store / Convenience Store / Grocery Store / Supermarket	13,372
Online Shop / Mail Order	6,652
Bakery	5,921
Others	5,270
Food Delivery	5,267
Service Provider	4,627
Hotel & Resort	2,843
Media / Publication	1,843
NGO / Association	830

Visitors Listed by Area of Responsibility

Management	47%
Purchase	26%
Manufacture	22%
Finance	5%

"Our presence at THAIFEX-World of Food Asia has been valuable to build strategic relationships with other F&B players."

– Jason Green
VP Foods North Asia and South East Asia, Unilever (Singapore)

Top Countries of Origin of Visitors (excluding Thailand)

China	1,701
Malaysia	1,478
Vietnam	1,092
Korea	902
Japan	838
Singapore	826
Taiwan	641
Hong Kong	597
USA	475
India	468

HOSTED BUYER PROGRAM

2,168 International Hosted Buyers Attended the Fair

North Asia	813
Europe	330
America	271
Southeast Asia	256
Other parts of Asia	171
Indochina	137
Oceania	94
Africa	93
Caribbean	3
Grand Total	2,168

189 Handpicked top hosted buyers participated in a 2-day closed door, match-making program, exclusively organized for the international exhibitors.



FEEDBACK FROM EXHIBITORS



86% of the international exhibitors rated their meetings as very satisfied/satisfactory

"Through the customized business matching program, we had the privilege of introducing high quality food products from Argentina's central region to the hosted buyers."

Diego Gómez
Head of Commercial Promotion in Federal Council of Investments
(Argentina)

"Introducing our fries from Belgium through the business matching and B-2-B program has been good for us."

Dario Miraglia
Area Commercial Manager, Vestey Foods International
(Belgium)

"The hosted buyer program is really helpful for the new exhibitors, and for us, it is easy to have b-2-b interaction with our prospective buyers in the region, and it is a great program!"

Vikram Agarwal
Managing Director, Greendot Health Foods Pvt. Ltd.
(India)

"This is my first time coming across this B2B concept, and it is very good for me."

Bhasker S
Director, RKG Ghee
(India)

"Had effective and good meetings. It was more than expected."

Masaaki Inoue
Director, SANPOFOODS Co., Ltd
(Japan)

"Excellent opportunity to meet target buyers for our products, with potential orders conversion."

Steve Tan
Vismark Food Industries Pte Ltd
(Singapore)

FEEDBACK FROM BUYERS



91% of top hosted buyers rated their meetings as very satisfied/satisfactory

"This year, the Hosted Buyer Program is more streamlined, and helps buyers like us to get straight into the product category of our interest."

Dickson Foo
Head of Department, LSH Cambodia
(Cambodia)

"The Hosted Buyer Program was able to connect us with new suppliers, manufacturers, as well as meeting our current suppliers. We were able to make new connections and to find good and quality products."

Bui Thi Truc Giang
Director, Merchandising Control, Circle K
(Vietnam)

"THAIFEX-World of Food Asia's hosted buyer program provided us a dedicated, uninterrupted session to learn about new potential suppliers, focus on exploring new opportunities, and forging new partnerships."

Emma Khine Mon
Head of Supply Chain, Premium Distribution
(Myanmar)

"A good platform to expand product line and look for new ideas, share product knowledge, food trends and technology in the market."

Agnes Ng
General Manager, Gourmet Partner (M) Sdn Bhd
(Malaysia)

"The experience has been good as I get to connect with new suppliers and meet my overall business objective."

Ryan Neo
Manager, Angliss Singapore Pte Ltd
(Singapore)

"A good exposure to many products, where some of the products found here have not been distributed in Singapore; which is good. Easy to navigate layout and overall, a good first experience for me."

Alex Liao
Director of Purchasing, The Westin Singapore
(Singapore)

