SHOW OVERVIEW
Exhibitors and Visitors 2019
- Exhibitors: 2,745
- Visitors: 67,136

PRESS COVERAGE
- 604 journalists from 238 publications
- PR Value Generated: US$30 million

SPECIAL SHOWS & ACTIVITIES
THAIFEXfuture FOOD EXPERIENCE*
- 16 sessions including talks, workshops & live demonstrations
- 18 speakers from 5 countries
- 402 attendees from 21 countries

THAIFEX Startup & Tech Pavilion
- 33 startups and companies from 7 countries
- 50 investors and venture capitalists from 16 countries

THAIFEXtaste INNOVATION SHOW
- Over 700 product innovation submissions
- 17 winners and 38 finalists

Leadership in Food Innovation Conference Series
- 25 conference sessions and 1 panel discussion
- 320 delegates from 10 countries
- 24 speakers from 8 countries

EXHIBITORS
Origin of Exhibitors
- Total Number of Exhibitors: 2,745
- 1,404 International
- 1,341 Local

Top 10 Countries of Origin of Exhibitors from Abroad
1. China
2. South Korea
3. Malaysia
4. Taiwan
5. Japan
6. Vietnam
7. Singapore
8. Turkey
9. Italy
10. India

- 90% of exhibitors are very satisfied/satisfied with the quality of the visitors

VISITORS
Origin of Visitors
- Total Number of Visitors: 67,136
- 13,886 International
- 53,250 Local

Top Countries of Origin of Visitors (excluding Thailand)
1. China
2. Malaysia
3. Vietnam
4. Singapore
5. Japan
6. Korea
7. Taiwan
8. Hong Kong
9. India
10. Philippines

85% of visitors are satisfied

THAIFEXfuture Food Experience*, from a different perspective, especially focused on the food industry, is a great inspiration, and of course, a source of new business for us in the future.

Russ Nicey
Agricultural Counselor, U.S. Department of Agriculture (USDA)

Exhibitors by Trade Show
- Fine Food: 1,509
- Sweets & Confectionery: 270
- Food Technology: 123
- Fruits & Vegetables: 123
- Food Service: 118
- Frozen Food: 108
- Seafood: 107
- Drinks: 97
- Coffee & Tea: 84
- Organic Market: 58
- Rice: 51
- Halal Market: 37
- Startup & Tech Pavilion: 33
- Meat: 18

“The United States is proud to have had major exhibitors like the California Milk Advisory Board, U.S. Potato Board, U.S. Dry Pea and Lentil Council, and Washington Apple Commission represented at our inaugural stand in THAIFEX World of Food Asia. As Asia’s largest F&B trade show, the trade fair is an important opportunity for us to showcase new-to-market products and innovative applications from the United States to genuine buyers from our key target markets.”

Russ Nicey
Agricultural Counselor, U.S. Department of Agriculture (USDA)

Visitors by Industry
- Importer / Wholesaler: 23,550
- Manufacturer / Processor: 15,398
- Retailer / Department Store / Convenience: 14,876
- Bakery: 6,380
- Online Shop / Mail Order: 6,266
- Food Delivery: 5,416
- Others: 4,773
- Service Provider: 2,813
- Hotel & Resort: 2,905
- Media / Publication: 1,945
- NGO / Association: 754

Visitors by Area of Responsibility
- Management: 42%
- Purchasing: 25%
- Manufacturing: 25%
- Finance: 9%

- Hans-Friedrich Zeh
  Vice President Supply Chain Foods & Refreshment, Unilever

Exhibitors by Trade Topic
- Halal Food: 496
- Ready-to-eat Products: 453
- Private Labels: 417
- Non-GMO Products: 259
- Vegetarian Products: 247
- Vegan Products: 219
- Organic Products: 210
- Kosher Products: 141
- Functional & Free-From Products: 133
- Superfoods: 116
- Franchise: 83

>889 contestants from 13 countries
>47 international judges from 11 countries
>35 contestants from 10 countries

www.thaifex-asia.com
HOSTED BUYER PROGRAM
2,140 International Hosted Buyers Attended the Fair

North Asia 769
Southeast Asia 344
Europe 282
America 238
Indochina 232
Other parts of Asia 165
Oceania 72
Africa 31
Caribbean 7

Grand Total 2,140

141 handpicked top hosted buyers used the Connex360 business matching platform to pre-plan their meetings with the most relevant international exhibitors

A record number of 1,300 business meetings

Fine Food 897
Sweets & Confectionery 271
Seafood 55
Frozen Food 42
Drinks 16
Coffee & Tea 9
Fruits & Vegetables 7
Organic Market 2
Rice 1

Grand Total 1,300

FEEDBACK FROM EXHIBITORS

“We met many genuine buyers who were seriously looking to do business. The business matching service helped facilitate the connection. We had such a good experience here that we would like to recommend it to other sellers.”
Chandran Supiah
Managing Director, Dareo Integrated Sdn Bhd (Malaysia)

“I’m impressed! As a new exhibitor, I felt the trade show and the Connex360 business matching service were very professionally organized. It was easy and efficient for us to meet with a significant number of highly qualified buyers.”
Chloe Menier
Event Coordinator, Chocolat Mathez (France)

“Buyer quality was excellent. I can’t think of any other business sourcing platform that would enable us to meet so many genuine and qualified buyers in a single experience.”
Vern Cheong Kee
Director, Foodie Directs Pte Ltd (Singapore)

“This is what all trade shows ought to be like! In just a few days, we made plenty of quality connections with the right pre-qualified buyers that would have otherwise cost us massive amounts of time and effort to develop.”
Fabian Kraemer
Export Director Asia & Middle East, Bio-Zentrale Naturprodukte GmbH (Germany)

“Delighted to say that we got exactly what we wanted out of the trade show. Objectives achieved!”
Sidney John Marquez
Global Brands Sales Operations and Systems Manager, Century Pacific Food Inc. (Philippines)

“One of the best business matching services I have experienced at exhibitions. We met high quality, interested buyers in an easy and time efficient manner.”
Maria Lucchesi
Sales Manager, Foodbeast Trade SRL (Italy)

FEEDBACK FROM BUYERS

“This is my first time here. It was easier than expected to achieve my global sourcing targets. I even discovered unique products that could potentially become a new revenue stream for us.”
Eileen Cheng
Senior Executive, Procurement, SATS BRF Food Pte Ltd (Singapore)

“We had very good business meetings with 16 major decision makers through Hosted Buyer Program, and it was a really great business opportunity for us.”
Yuki Nagayuri
Grocery Dept. / Merchandise Manager, Genky Stores, inc (Japan)

“We came for the latest products and industry trends, and are leaving with new business connections. Amazing experience, amazing networking opportunities.”
Terry Chuah
Managing Director, Pikiams Marketing Sdn Bhd (Malaysia)

“This is the best Hosted Buyer Program in the region! It’s well organized and the meetings were well scheduled, making it easier to manage our time. This is truly the event to connect with business partners.”
Enrique Miguel Valles
President/COO, Mida Food Distributors Inc. (Philippines)

“Asia, especially Indochina, is a huge market for us. Being here and having access to the Connex360 business matching service is truly a game-changer in ensuring that we meet only the people who matter to our business.”
Dickson Foo
Food Service Director, ISH Cambodia Pte Ltd (Cambodia)

“The trade show and Hosted Buyer Program is an excellent networking platform. I was able to meet many international exhibitors relevant to our business, and am confident that these connections will translate into business opportunities.”
Yuko Matsui
Chief, Caron Vert Co. Ltd (Japan)

“A well-organized trade show that delivers on its promise. From exhibitors to visitors, everyone is here to do business. No wonder there are so many exciting sourcing possibilities!”
Joelle Goh
Director of Sales, Indoguna Singapore Pte Ltd (Singapore)

Jointly organized by