



Press Release

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Shining a light on the future of the F&B industry - THAIFEX - Anuga Asia 2020 successfully concludes

One of the first international trade exhibitions to open in Asia as Thailand recovers from COVID-19; THAIFEX - Anuga Asia successfully attracted the F&B industry who gathered to network, exchange valuable insights and explore potential collaborations. The success of the event highlights the positive outlook for the F&B industry; with THAIFEX - Anuga Asia proud to be an integral platform for businesses to leverage new opportunities.

BANGKOK, 26 SEPTEMBER 2020 - Amidst the challenging business climate, THAIFEX - Anuga Asia attracted an impressive turnout of 797 exhibitors and 21,104 trade visitors at IMPACT Muang Thong Thani, testament to the trade show's value to the F&B industry. Apart from a strong showing from the local community, international businesses from countries like Brazil, Indonesia, Italy, Korea, Norway, Poland and USA participated through their local representative offices.

Affirming THAIFEX - Anuga Asia as the leading trade show in the region

With a proven track record bolstered by the exciting collaboration of two reputable brands - THAIFEX and Anuga - this was the first edition of the jointly named THAIFEX - Anuga Asia and was a resounding success, and business networking and market exposure continue to be the main focus points of the show.

As the physical event in Bangkok comes to a close, business-matching opportunities will continue from 29 September to 2 October with the introduction of a new Virtual Meet element that extends the anchor networking platform - The Hosted Buyer Programme. Ensuring that exhibitors achieve maximum exposure and buyers continue to enjoy extensive sourcing opportunities, the Virtual Meet will facilitate interactions with a carefully curated group of more than 500 international buyers. This group includes representatives from hypermarkets, convenience store chains, e-commerce groups and others, such as METRO Retail Group, Circle K and Lazada Group - just to name a few.

Laurent Pousse, General Manager, International Sourcing Department (Fresh & Grocery), Group Supermarket & Food Development, The Mall Group Company Limited : "We really want to show our appreciation to THAIFEX - Anuga Asia for being one of the first F&B trade shows to take place after COVID-19. F&B is a key industry and extending our network of sourcing partners is essential, so in a year with so many ups and downs, and serious unpredictability in business outlook, an event like THAIFEX - Anuga Asia with both physical and virtual

THAIFEX - Anuga Asia
22-26 September 2020
www.thaifex-anuga.com

Your contact:

Rena Bay

Tel.

+65 6500 6707

E-mail

[rena.bay@](mailto:rena.bay@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



interaction is a shining opportunity in difficult times. Face-to-face interaction is still irreplaceable for industries like F&B.”

Key virtual highlights from the hybrid trade show

The trade show this year included both online and offline elements with virtual options made available for selected event highlights. This successful adaptation allowed THAIFEX - Anuga Asia to provide event participants with a similar variety and quality of activities while not compromising on safety and security.

A great example is how the Future Food Experience+ successfully returned this year as an entirely digital experience - with 13 industry leaders sharing F&B insights and engaging in discussions about future trends in Southeast Asia with more than 1,100 registered participants through webinars. The longevity of this virtual event has also been extended as interested parties can continue tuning in till the end of October. Other key online elements included video streaming on Facebook Live, a digital initiative ([VMS O2O Live Streaming](#)) fully supported by Thailand Convention and Exhibition Bureau (TCEB). The live streaming attracted 15,023 viewers watching 62 live sessions over 3 days. In addition, there is also an upgraded online platform for buyers to obtain quotes and information from exhibitors and the THAIFExporter, a virtual initiative by the Department of International Trade Promotion (DITP) to facilitate international business negotiations. The THAIFExporter programme accepted 1,018 matching requests, bridging 261 Thai exporters with 752 international buyers.

William Silva dos Santos, Head of the Trade Section, Embassy of Brazil: “Our experience at the hybrid edition of THAIFEX - Anuga Asia this year was extremely valuable as it opened up unique opportunities for Brazilian companies to connect with not only Thai businesses but also international organisations. We are grateful for how the trade show pushed on with an inventive twist this year to overcome geographical borders, enabling the companies to network with partners across the world and form new business partnerships amidst these challenging times.”

Key highlights at the exhibitions ground

With stringent safety measures put in place at THAIFEX - Anuga Asia, the physical event was equally exciting and having a variety of different supporting programmes meant that participants enjoyed a holistic experience. DITP’s offline product showcase, Eat Responsibly, also engaged those interested in learning about the latest trends in modern food consumption.

THAIFEX - Anuga Asia is also well-known for discovering and highlighting the most innovative food products, and this year was no different. From plant-based meat to protein powder made from insects, the THAIFEX-Anuga Taste Innovation Show uncovered creative items, attracting interest from many major buyers.

Preparing for the future

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Discovering and developing new industry leaders is extremely vital for the F&B industry to continue thriving. This is why THAIFEX - Anuga Asia has always prioritised start-ups and technology, providing them with a platform to not only increase visibility but also to make the right connections for growing their business. At this year's THAIFEX-Anuga Startup | Tech Pavilion, 27 local start-ups | technology companies were featured, giving them access to key decision-makers like F&B investors.

Provided with a precious stage to pitch novel ideas both offline and online, these dynamic companies had plenty of opportunities to shine. **Chatchai Pholmoon, Managing Director, Robomotion Technik Co., Ltd.:** "Participating in THAIFEX - Anuga Asia has been extremely beneficial as we have managed to begin many promising discussions. It is a major boost to our business outlook as 2020 has been very unpredictable and this has been the only event of its kind carried out this year. It's helped us take our business to the next level, and we also want to thank the organisers for making this connection."

Reinforcing a commitment to Thailand and THAIFEX - Anuga Asia 2021

With the size of the market reaching [US\\$123,814 million in 2019](#) and with revenue figures projected to further increase in 2020, F&B has been and will continue to be a key sector for Asia. Even amidst the COVID-19 challenges, new opportunities continue to rise, and businesses must form the right partnerships to effectively adapt and succeed. "THAIFEX - Anuga Asia is proud to reinforce our commitment to Thailand with the successful completion of the trade show. We hope that the event can represent the bright future the F&B industry in not only Thailand but also the rest of the world," said the organisers of THAIFEX - Anuga Asia. "We look forward to coming back even stronger next year, with the tripartite collaboration between Koelnmesse, DITP and TCC enabling THAIFEX - Anuga Asia to continue steadfastly supporting F&B businesses to scale new heights."

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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: <http://www.global-competence.net/food/>

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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://www.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](https://www.facebook.com/THAIFEX-Anuga-Asia)

Instagram: [@thaifexanugaasia](https://www.instagram.com/thaifexanugaasia)

LinkedIn: [THAIFEX-Anuga Asia](https://www.linkedin.com/company/thaifex-anuga-asia)

<p>Your contact: Rena Bay Manager, Marketing Communications</p> <p>Koelnmesse Pte. Ltd. 152 Beach Road #25-05 Gateway East Singapore 189721</p> <p>Tel. +65 6500 6700 rena.bay@koelnmesse.com.sg www.koelnmesse.com.sg</p>	<p>Jinjuta Masook Office of Agricultural and Industrial Trade Promotion</p> <p>Department of International Trade Promotion, Ministry of Commerce 563 Nonthaburi Rd., A. Muang Nonthaburi 11000, Thailand</p> <p>Tel. +66 2507 8356 jinjutam@ditp.go.th www.ditp.go.th</p>
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