

THE SIXTEENTH EDITION

TRADE SHOWS

THAIFEX COFFEE & TEA

THAIFEX DRINKS

THAIFEX FINE FOOD

THAIFEX FOOD SERVICE

THAIFEX FOOD TECHNOLOGY

THAIFEX FROZEN FOOD

THAIFEX FRUITS & VEGETABLES

THAIFEX MEAT

THAIFEX RICE

THAIFEX SEAFOOD

THAIFEX SWEETS & CONFECTIONERY

www.thaifexworldoffoodasia.com

11 TRADE SHOWS UNDER 1 ROOF



28 - 01
MAY JUNE
2019

IMPACT

Muang Thong Thani
Bangkok, Thailand



JOINTLY ORGANIZED BY



16th
EDITION SINCE 2004

“Exhibiting at THAIFEX – World of Food Asia is a truly important opportunity for Argentina and for any company looking to penetrate the ASEAN market, which is why we flew representatives from 28 companies halfway around the world to be here.”

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

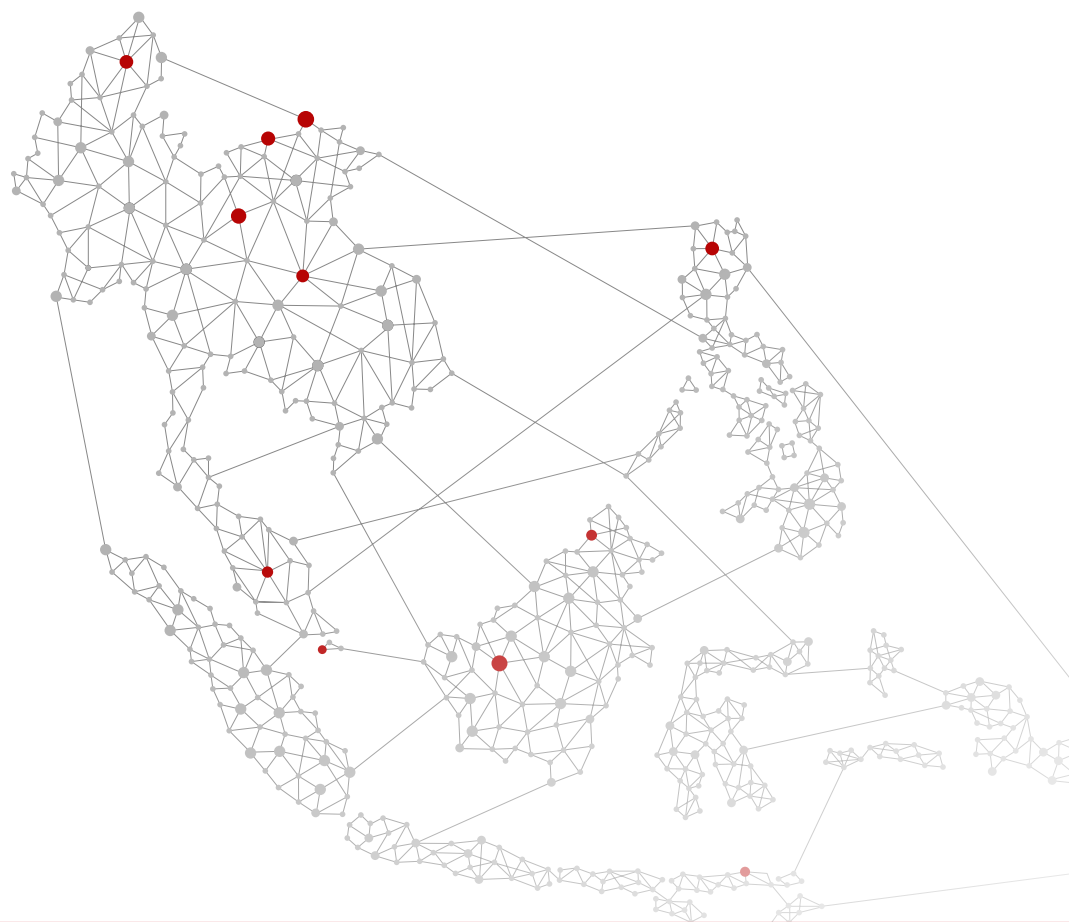
INFLUENCE THE FUTURE OF F&B

AT THAIFEX – WORLD OF FOOD ASIA, THE INDUSTRY'S MOST INFLUENTIAL TRADE SHOW

THAIFEX – World of Food Asia is jointly presented by the world leader in food and food technology events, Koelnmesse, along with the Department of International Trade Promotion and the Thai Chamber of Commerce, as the first and largest satellite show of the world's foremost F&B exhibition, Anuga, for the Southeast Asian region.

Since 2004, THAIFEX – World of Food Asia has played a pivotal role in connecting the region's food and beverage industry. It has grown to become the largest food and beverage trade show in the region, bringing together the most comprehensive selection of Food & Drinks, Food Service and Food Technology products from all over the world into Southeast Asia, with a focus on the high-growth Indochina market.

Now in its 16th edition, THAIFEX – World of Food Asia 2019 sharpens its focus on empowering the food and beverage community with unrivalled market connectivity, business networking, and professional knowledge.



11 SPECIALIZED TRADE SHOWS

Zoom in on specific industry segments while enjoying access to the full industry value chain with 11 trade shows under one roof

ENHANCED HOSTED BUYER PROGRAM



Connect with qualified Hosted Buyers from across Asia through complimentary business matchmaking and closed-door meetings

TREND-SPOTTING INSIGHTS

Discover 11 hot industry trends, what they mean for businesses, and how to capitalize on them for success in 2019 and beyond

INTERACTIVE SUPPORTING PROGRAM

Elevate your trade show experience with innofood Asia Conference, Thailand Ultimate Chef Challenge, and THAIFEXtaste Innovation Show happening on the sidelines

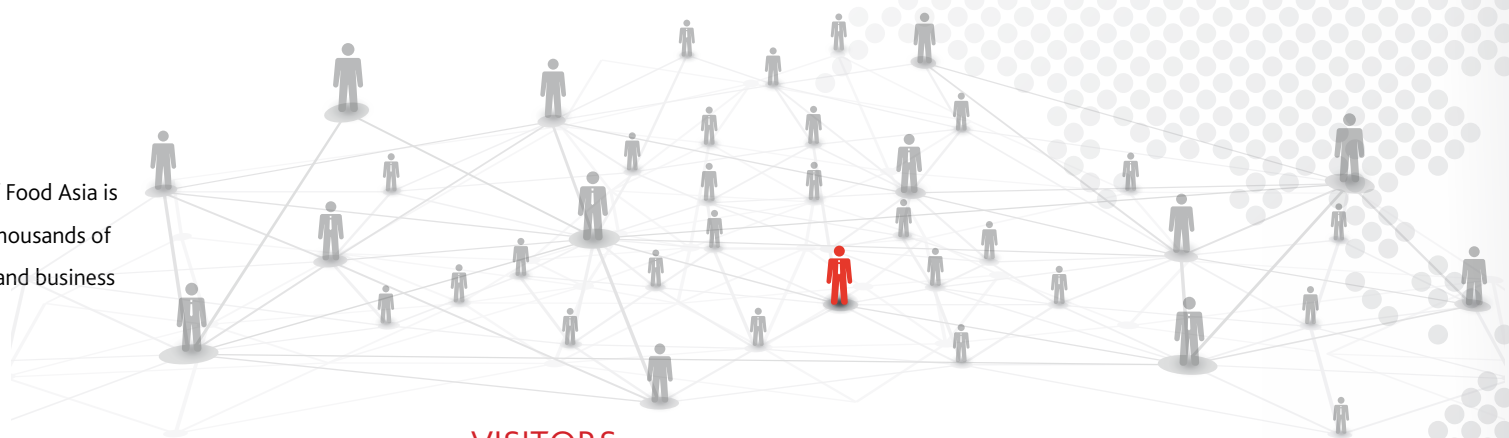
THAIFEX *taste*
INNOVATION SHOW

innofood
Asia



A TRULY INTERNATIONAL GATHERING

As the region's largest food and beverage trade show, THAIFEX – World of Food Asia is a mainstay on the industry event calendar. Every year, the show attracts thousands of exhibitors and visitors from around the world in a truly global knowledge and business exchange.



11 HALLS

ACROSS 107,000 SQM

62,039

TRADE VISITORS

2,537

EXHIBITORS

41

INTERNATIONAL GROUPS

EXHIBITORS

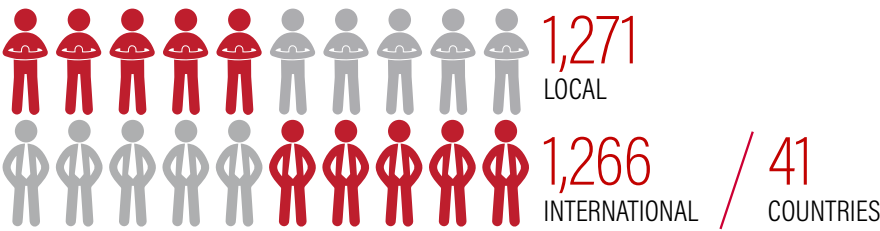
41 INTERNATIONAL GROUPS FROM

- | | |
|-----------|---------------|
| Argentina | Laos |
| Australia | Malaysia |
| Belgium | Myanmar |
| Cambodia | Norway |
| Chile | Peru |
| China | Philippines |
| France | Singapore |
| Germany | Sri Lanka |
| India | Taiwan |
| Italy | Turkey |
| Japan | UK (Scotland) |
| Korea | Vietnam |



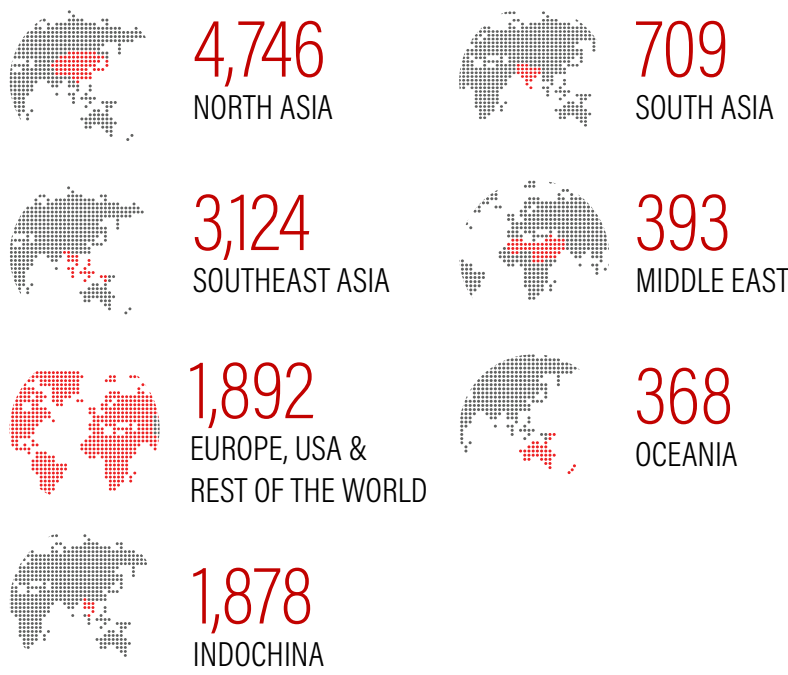
2,537

TOTAL EXHIBITORS



VISITORS

INTERNATIONAL VISITORS BY REGION



62,039

TOTAL VISITORS



VISITORS BY INDUSTRY

A BIGGER AND BETTER HOSTED BUYER PROGRAM

"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)*

THAIFEX – World of Food Asia 2019 presents a new-and-improved Hosted Buyer Program, redesigned to optimize benefits to both Hosted Buyers and participating international exhibitors.

The Hosted Buyer Program continues to be a complimentary service dedicated to matchmaking exhibitors with qualified Hosted Buyers. In 2018, THAIFEX – World of Food Asia welcomed over 2,100 international Hosted Buyers, of which close to 200 top buyers from across Asia were handpicked for an exclusive two-day, closed-door matchmaking program with international exhibitors.

The 2019 program has been fine-tuned to match the requirements of Hosted Buyers with the solutions offered by international exhibitors in order to ensure compatibility and maximise business opportunities for both parties.



"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)*

2018 LIST OF HOSTED BUYERS

- | | |
|---|--|
| A --- Angliss Singapore Pte Ltd | M --- Martini Food Sdn Bhd |
| Annam Gourmet Market | Mida Food Distributors Inc |
| B --- Baochuan Shengda | MRK Foods Pvt. Ltd. |
| Better Life Commercial Chain Share Co Ltd | N --- Namu International |
| C --- Capital Retail Limited | P --- PhDeli Corp. |
| Circle K Vietnam | Premium Distribution Co., Ltd |
| D --- Dollar General Global Sourcing (Shenzhen) Ltd. | PT Gunanusa Eramandiri |
| DS Borneo Trading Sdn. Bhd. | PT Kaifa Indonesia |
| F --- Foody Gourmet International Ltd | PT Pandurasa Kharisma |
| G --- Global Pacific Victory (M) Sdn Bhd | PT Prambanan Kencana |
| Gourmet Partner (M) Sdn Bhd | PT Supra Boga Lestari Tbk |
| Gourmetfood SSC | S --- Shanghai City Supermarket Co. |
| Grab & Go Co.,Ltd | Sun Organic Foods Limited |
| I --- Indoguna Singapore Pte Ltd | T --- The Westin Singapore |
| J --- Jia2 Corporation | Tin Ye Win Distribution Company |
| K --- Kaimay Trading Pte Ltd | X --- Xiamen Sungiven Foods |
| L --- Lee's Frozen Food Sdn Bhd | Z --- ZP Food Import & Export Sdn Bhd |
| LSH Cambodia | |

And many more...



A large, dense crowd of people is walking through a brightly lit exhibition hall. The people are dressed in casual attire, and many are wearing lanyards with identification badges. The hall is filled with various displays, including large colorful banners and posters. The atmosphere appears busy and lively, typical of a major public event or conference.

MAPPED FOR MAXIMUM SUCCESS

IMPACT Challenger
and IMPACT
Exhibition Center
now feature
renumbered halls.



THAIFEX Food Technology presents a showcase of food processing and packaging equipment to help businesses meet consumers' rising expectations while maintaining efficient operations.

THAIFEX Meat is a comprehensive trade show covering the key trends and major sectors, including meat, sausage and poultry.

THAIFEX Seafood offers vast business sourcing opportunities as global demand for seafood continues to stream towards Asia, with her hearty appetite for high-quality products and consumer enthusiasm for seafood.

The largest trade show of THAIFEX – World of Food Asia, THAIFEX Fine Food offers the widest selection of delicatessen, gourmet, and basic food.

By 2018, the halal food market is predicted to be worth US\$1.6 trillion, accounting for almost 17% of the global food market. THAIFEX Halal Market is dedicated to exhibitors specializing in halal-certified food products. This is in addition to over 700 exhibitors across the 11 THAIFEX trade shows that will also be presenting halal-certified products.

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

CAPITALIZING ON THE HOTTEST TRENDS



THAIFEX – World of Food Asia 2019 presents 11 top trends that are set to define the future of the food and beverage business, and shares valuable insights into how companies can leverage these to future-proof their business. These include four new trend topics for 2019 — Superfoods, Non-GMO, Functional & Free-From, and Ready-to-Eat Products.

With evolving consumer preferences, increasing globalization, and advanced technology coming into play, the food and beverage industry is one of the most dynamic marketplaces in the world. THAIFEX – World of Food Asia 2019 offers insights on the top trends that are set to define the future of the food and beverage business. These trends are set to grow in 2019 and beyond, and THAIFEX – World of Food Asia 2019 is ready to help businesses capitalize on the opportunities that they bring.

ON THE SUPER SIDELINES

With 11 trade shows, THAIFEX – World of Food Asia 2019 will be a hive of business activity. The experience is elevated with a world class line-up of supporting programs not to be missed!



innofood Asia Conference explores how the intersection of technology, food and design is revolutionizing the way people view and interact with food. The conference aims to catalyze the spread of ideas and solutions, so as to create a thriving food and beverage industry landscape with innovative business concepts and experiences.

Themes:

- + Market Entry and Regulatory Updates
- + Consumer Insights and Marketing Strategies
- + Key Trends in Nutrition and Innovation in Digestive Health Space
- + Innovation in R&D and Commercial Opportunities for Success in Future Foods



Thailand Ultimate Chef Challenge returns for its 8th edition in 2019! The region's largest chef challenge is feeling the heat with masters around the region vying for the coveted titles. Be there to find out who will be the best of the best and who will be crowned "Best Establishment", "Best Ultimate Professional Chef", "Best Ultimate Junior Chef" and "Best Ultimate Pastry Chef"!



THAIFEXtaste INNOVATION SHOW

From revolutionary food products to intuitive product designs, the THAIFEXtaste Innovation Show propels businesses forward with the industry's latest trends and insights. The show features top innovative products curated from the 11 THAIFEX Trade Shows, selected for their uniqueness in design and packaging, ingredient types, and overall presentation, as well as the Top 10 Consumer Trends in Food & Beverage 2019, presented by THAIFEX Knowledge Partner - Innova Market Insights.

BOOK YOUR STAND TODAY

RAW SPACE ONLY

US\$420

PER SQM

Build your own stand and differentiate yourself from the others. A well-designed booth will catch the attention of, and leave an unforgettable impression on, your potential customers.

STANDARD SHELL SCHEME

US\$500

PER SQM

Get a space with basic furnishing and panels taken care of. The package includes carpet, lighting and fascia board.

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