

Press release

No. 01 / 16 March 2017, Bangkok

Burgeoning F&B Markets in the Region Draw Top International Exhibitors to THAIFEX-World of Food Asia

Visitors can expect a mega show congregation of at least 45,000 industry professionals, 2,000 exhibitors and representation from over 40 countries across the five-day event

BANGKOK, 16 MARCH 2017 - Following the rapid population growth and mass urbanisation in Asia in the last decade, the traditional demand for food in the region has changed drastically. Not only does the Asia-Pacific region have some of the fastest growing F&B industries in the world, with projected year-on-year growth rates averaging 11%, there has also been increased attention to healthier living and demand for better labelling and packaging.

Widen Your Business Network

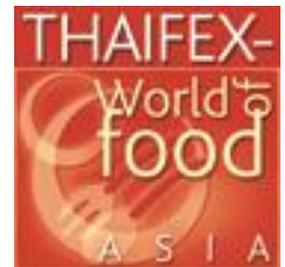
Leveraging Thailand's position as a hub for regional connectivity, THAIFEX-World of Food Asia serves as a strategic access point for businesses around the region, especially with the establishment of the ASEAN Economic Community (AEC). With Thailand located in the heart of the AEC, visitors and exhibitors can expect exclusive exposure to a unified economy which enables the easy flow of goods and services across borders.

Furthermore, Thailand's close proximity to emerging Asian countries like Cambodia, Laos, Myanmar and Vietnam - ASEAN's hotspots for investments - provides international exhibitors participating at the event with unique opportunities and an enhanced competitive edge. THAIFEX-World of Food Asia serves as ASEAN's window for F&B enterprises from all over the world.

"We are excited to introduce new and exclusive features at this year's edition of THAIFEX. With an additional 13,500 square meters of event space, we expect not just a growth in participant and exhibitor numbers, but also visitors of varied profiles and nationalities from the Asia-Pacific region and beyond. Being in the heart of the ASEAN region provides our exhibitors with unparalleled access to emerging markets in Indochina, especially Cambodia, Laos and Myanmar," said **Mathias Kuepper, Managing Director at Koelnmesse Pte Ltd, organiser of THAIFEX-World of Food Asia 2017.**

At the same time, ASEAN's leading F&B trade fair also provides access to the very best of what host country Thailand has to offer.

"THAIFEX-World of Food Asia is an excellent platform to effectively boost Thailand's food industry growth in Asia as well as global markets in accordance with our government's strategy of helping the kingdom blossom into becoming the "Kitchen of the World", for which it has high potential. The large-scale exhibition also allows Thai



Your contact for enquiries:
Low Sieu Ping /
Jeffrey Wong
The Hoffman Agency
Telephone
+65 6361 0250

e-mail
THAIFEX@Hoffman.com

F&B entrepreneurs and SMEs to improve their competitive edge in the regional marketplace. It also creates an avenue for businesses to showcase their offerings and innovation, keep in touch and be up-to-date with important happenings on the world F&B stage,” said **Mr. Supapat Ongsangkoon, Deputy Director-General of the Department of International Trade Promotion.**

Whet Your Appetites

As the ASEAN F&B industry’s one-stop trading platform, THAIFEX-World of Food Asia provides the expected 45,000 visitors from the entire region exposure to F&B products from all over the world.

The 2017 event will showcase 15 specialised product segments, shedding deeper insights into 11 trending food topics, as well as three specialised trade fairs for Coffee and Tea, Food Service and Seafood

The stellar line-up of 2,000 exhibitors is headlined by a strong showing of national group participations from countries such as Germany, India, Italy, Japan, Singapore, South Korea, Turkey, and Scotland, to name a few. This is being complemented by an impressive representation of Thai companies, including industry leaders such as [CP Food](#), [Malee Enterprise](#), [Mitr Phol](#) and [Seavalue](#). There will also be more than 60 thematic and pavilions to promote both international and local food products, as well as the Thai Select certification.

Highlights will also include:

- **Celebrity Coffee Bar (CCB):**

The 3rd CCB will be headlined by **Mr Dawn Chan**, a two-time winner of the Hong Kong Barista Championship and owner of The Cupping Room. He will be joined by world-class baristas and brewers, **Ms Hinako Kitsugi**, 2011’s World Siphon Champion and **Mr Ryan Wibawa**, 2015’s Indonesian Brewers Cup Champion and a Starbucks Barista for close to four years.

“Asians’ coffee drinking has changed drastically in the past two decades and has evolved to become a lifestyle choice for much of the region. With this rapid growth in demand for coffee, there is a need to ensure that quality is met. The World of Coffee and Tea allows like-minded individuals in the industry to connect, exchange ideas and spark innovation,” said **Victor Mah, President, ASEAN Coffee Federation and Singapore Coffee Association.**

Visitors can expect to be amazed by the intricacy of latte art, wowed by the technical prowess of expert coffee-brewers and pick up new skills from their favourite baristas.

Location: Challenger 1

- **Thailand Ultimate Chef Challenge (TUCC)**

The 6th Annual TUCC will be held concurrently with the qualifying rounds for the 2018 Worldchefs Congress. More than 1,300 entries of chefs from 10 countries will be pitting their skills and capabilities against each other in front of more than 35 judges from 11 countries.

Page
3/4

Location: IMPACT Hall 1 & 6

Witness evolving F&B Trends

In partnership with Innova Market Insights, THAIFEX-World of Food Asia has identified 11 key industry trends for 2017. On top of the sustained interest in veganism and vegetarianism, another identified trend set to make waves this year is organic foods. In Asia-Pacific alone, it is expected to grow with a CAGR of 14.81% through 2022. Visitors to THAIFEX-World of Food Asia will receive in-depth insights into these and more: Finger Food, Franchise, Gluten Free, Halal, Health and Functional Food, Ingredients, Kosher, and Private Label.

“We’re seeing growing demand for premium Scottish products in the ASEAN market, especially Scottish salmon, seafood and red meat as well as craft beer, bakery and premium grocery items. Participating in THAIFEX-World of Food Asia this year will allow us to showcase these products to key players within the local industry as well as allow us to gather feedback and insights into local consumer trends in Thailand and the wider region,” said Neil McInnes, Head of Southeast Asia, Scottish Development International.

To further cement the show’s commitment to the industry and the region, this year’s edition will feature a newly instated ‘THAIFEX Innovation Zone’. The zone will set out to showcase the wide range of innovative food products and product designs from the region. On top of that, the most innovative products showcased will be identified based on criteria such as being the first of its kind in the world, uniqueness in taste and packaging of the products, the type of ingredients used as well as overall presentation.

Visitors will also have access to three exclusive conferences where key business decision-makers are expected to attend and network:

- **World of Food Safety Conference**

Organized by Koelnmesse, and supported by Asian Development Bank (ADB), the 2-day regional conference will delve into five key themes around ensuring and maintaining food safety in Asia and around the world, including: a) supply chain and quality assurance, b) traceability, contaminants and risks, c) consumer behaviour and risk communication, d) combating food fraud and e) regulatory updates in ASEAN, Asia-Pacific, and the Greater Mekong Sub region.
Date: 01 - 02 June 2017

- **Asian Food Franchising Forum**

This year's forum will explore a broader spectrum of topics, including trademark pitfalls and vulnerabilities amongst other global issues relating to the food franchising industry. Networking opportunities with related industries will also abound.

Date: 01 June 2017

- **IFU SGF Juice Workshop**

The seminar will discuss topics related to current and predicted future trends like safety, quality, sustainability and new analytical methods in the vegetable and fruit juice industry.

Date: 01 June 2017

###

About THAIFEX-World of Food Asia 2017

THAIFEX-World of Food Asia is the leading annual international trade exhibition for food & beverages, food technology, retail & franchise in ASEAN. It is a trade event to meet, establish new business networks and to heighten your success. This one-stop food exhibition also features latest food producing technologies, food safety standards, related businesses and services, as well as a most fascinating culinary experience from the world of food. www.worldoffoodasia.com

About Koelnmesse

Koelnmesse is the leading trade fair organiser in the food industry and related sectors. Trade fairs such as Anuga, the International Sweets & Biscuits Fair (ISM) and Anuga Food Tec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, in India, in Japan, in Thailand and in the United Arab Emirates. 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.

www.koelnmesse.com.sg

About The Department of International Trade Promotion (DITP)

The DITP 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. www.ditp.go.th

About The Thai Chamber of Commerce (TCC)

The Thai Chamber of Commerce plays a proactive role in representing the interests of the local Thai business community. www.thaichamber.org